NATIONAL PETROLEUM NEWS

March 15, 1950
Vol. 42 — No. 11

TBA Managers Tell What to Sell at Service Stations

Some TBA merchandise is listed as essential for a service station to sell. Other items are rated as desirable. Opinions of TBA managers of oil companies differ somewhat but they all agree on a list of 12 unquestioned essentials. The thinking of these marketing men together with lists of TBA categories is published on p. 42 . . . . Training programs should inform a dealer on why he should sell a TBA item as well as how to sell it, p. 46 . . . . Special trucks and service stations are the best outlets for farm TBA, experiments show, p. 56.

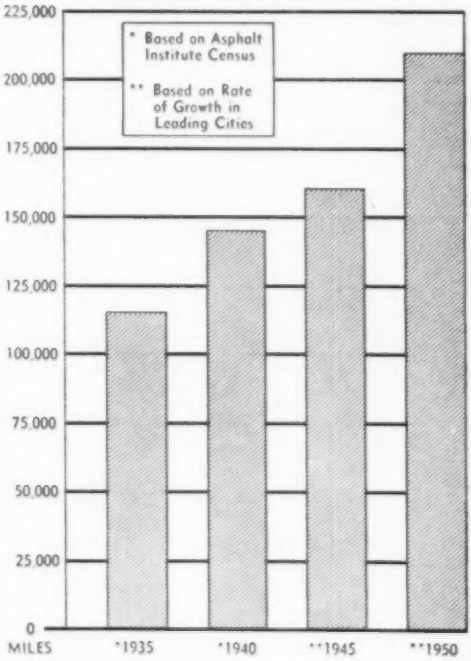
Public to Be Told About Crude Reserves

The public is going to be told about the large increase in proved reserves of petroleum. In a joint effort, the American Petroleum Institute and the American Gas Assn. are publicizing a report showing that the U. S. is a healthy nation as far as oil and gas supplies are concerned. P. 29.

Methods Used for Picking Station Lessees

The problem of getting competent service station lessees is given special attention by major oil companies. The average annual turnover of lessees is from 10 to 15% and a constant search for new personnel is carried out. Methods and policies used by some oil company sales managers to secure the right man are described on p. 32.

Use of Asphalt for Paving Increases



The growing use of asphalt as a surfacing material for roads and streets is shown in the chart above which gives figures for city streets in the United States. The graph was prepared by the Asphalt Institute and the figures are for Jan. 1 of each year shown

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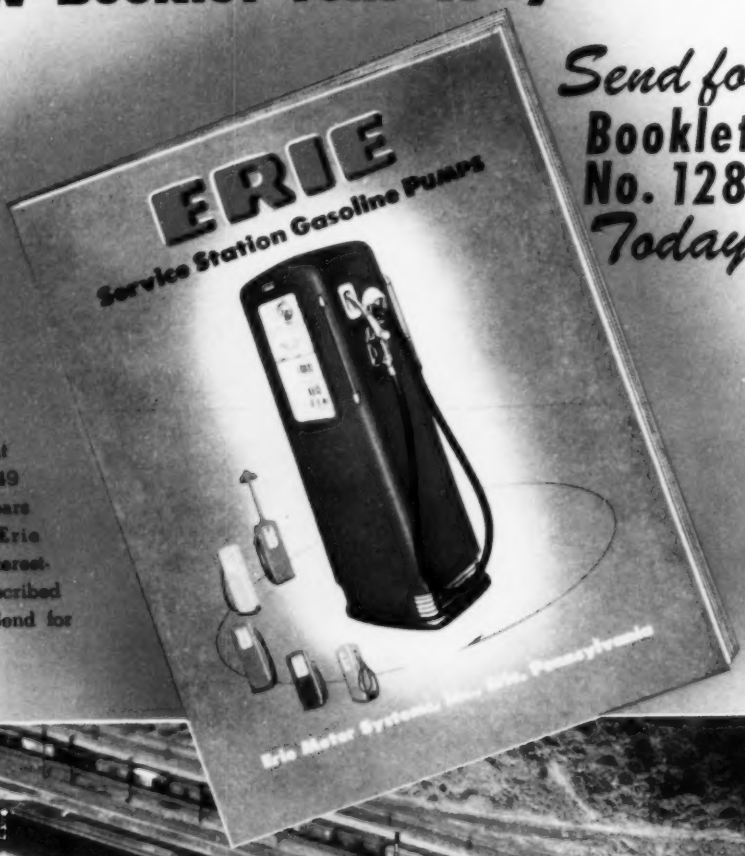

The widespread acceptance of Erie Pumps is proven by the fact that Erie's volume today is 49 times greater than 25 years ago. The quality of Erie Pumps is fully and interestingly pictured and described in this new booklet. Send for your copy today.

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Main Office and Plant, Erie, Pa., U. S. A.

*Prepared in cooperation with specialists of American Museum of Natural History, N. Y.

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Every month "Ethyl" advertisements like this appear in national magazines which reach an average of 56,000,000 readers.

...e less ...an other ...ne canine fam- ...own here is a **Red Fox**, ...shed by its rusty red ...back fronted forelegs and white-tipped tail.

The **WOLF** is the largest wild member of the canine family. It also has the largest teeth. Shown here is a **Gray Wolf**.

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mark the difference in canines . . .

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The **GERMAN SHEPHERD**, or German Police dog, resembles a wolf—but the dog has shorter hair, less mane and a smaller head in proportion to the body.

THE TRADE-MARK "ETHYL"

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When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting the best gasoline your service station offers—gasoline that is improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

"Ethyl" products are made by **ETHYL CORPORATION**, *Chrysler Building, New York 17, N. Y.*

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NATIONAL PETROLEUM NEWS

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THE NEWS WEEKLY OF THE OIL INDUSTRY

COMING MEETINGS

MARCH

Texas Petroleum Jobbers Assn., convention, Plaza Hotel, San Antonio, Texas, March 20-21.
Maine Independent Oil Marketers Assn., convention, Eastland Hotel, Portland, Maine, March 24.
Western Petroleum Refiners Assn., annual meeting, Plaza Hotel, San Antonio, Texas, March 27-29.

APRIL

American Petroleum Institute, board of directors, Houston, Texas, April 3-4.
American Society of Lubrication Engineers, convention and lubrication exhibit, Hotel Statler, Detroit, Mich., April 10-12.
National Oil Jobbers Council, spring meeting, Hotel Tutwiler, Birmingham, Ala., April 11-12.
National Petroleum Assn., Hotel Cleveland, Cleveland, Ohio, April 12-14.
Eastern Petroleum Credit Managers Assn., annual conference, Hotel Kenmore, Boston, Mass., April 17-19.
Society of Automotive Engineers, Aeronautic Meeting and Aircraft Display, Hotel Statler, New York, N. Y., April 17-19.
Michigan Petroleum Assn., convention and exhibit, Detroit-Leland Hotel, Detroit, Mich., April 18-19.
Tennessee Oil Men's Assn., spring convention, Andrew Johnson Hotel, Knoxville, Tenn., April 23-25.
American Petroleum Institute, marketing division, Muehlebach Hotel, Kansas City, Mo., April 24-25.
Natural Gasoline Association of America, 29th annual convention, Texas Hotel, Fort Worth, Texas, April 24-26.
Oil Heat Institute of America, 27th annual convention and exposition, Philadelphia, Pa., April 24-28.
Independent Oil Men's Assn. of New England, Copley-Plaza, Boston, Mass., April 25-26.
National Highway Users Conference, third highway transportation congress, Hotel Mayflower, Washington, D. C., April 25-27.
National Tank Truck Carriers, Inc., mid-year meeting, Palmer House, Chicago, Ill., April 27-29.
Pennsylvania Petroleum Assn., spring convention, Bedford Springs Hotel, Bedford, Pa., April 30-May 2.

MAY

American Petroleum Institute, division of refining, mid-year meeting, Hotel Cleveland, Cleveland, Ohio, May 1-4.
Fuel Oil Distributors Association of New Jersey, annual convention and exhibit, Berkeley-Carteret Hotel, Asbury Park, N. J., May 4-5.
Interstate Oil Compact Commission, quarterly meeting, Buena Vista Hotel, Biloxi, Miss., May 4-6.
National Dixie Distributors, Inc., Denver, Colo., May 5-6.
North Carolina Oil Jobbers Assn., Jobbers and Consignment Distributors' Section to meet simultaneously, Mid Pines Hotel, Southern Pines, N. C., May 5-6.
Independent Petroleum Association of America, mid-year meeting, Los Angeles, Calif., May 7-9.
Liquefied Petroleum Gas Assn., annual convention and trade show, Palmer House, Chicago, Ill., May 8-11.
Empire State Petroleum Assn., Hotel Roosevelt, New York, N. Y., May 14-16.
Oil Industry Information Committee, Chicago, Ill., May 15-17.
National Fire Protection Assn. and API Committee on Accident Prevention and Fire Protection, Atlantic City, N. J., May 15-18.
Southwest Petroleum Credit Group, Fort Worth, Texas, May 21-23.

JUNE

Society of Automotive Engineers, summer meeting, French Lick Springs Hotel, French Lick, Ind.

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The *new* Purelube

Pure Oil EXPERIENCE GIVES IT *Quality*

Tri-Sure CLOSURES GIVE IT *Protection*

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And to give "Purelube" quality the finest *protection* in transit — protection from leakage, seepage, pilferage and substitution — every drum is equipped with Tri-Sure Closures*.

Just as Pure Oil's years of refining experience are applied to the development of every product, Pure Oil's long experience with Tri-Sure Closures — going back to 1936 — has established its policy of *Tri-Sure protection* for every drum.

The experience of America's leading petroleum and chemical companies will confirm *your* judgment in giving *your* product the protection of the Tri-Sure Flange, Plug and Seal. On your next drum order, *play safe* with your product and reputation by specifying "equipped with Tri-Sure Closures".

*The "Tri-Sure" Trademark is a mark of reliability backed by 27 years serving industry. It tells your customers that genuine Tri-Sure Flanges (inserted with genuine Tri-Sure dies), Plugs and Seals have been used.

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TRI-SURE PRODUCTS LIMITED, ST. CATHARINES, ONTARIO, CANADA

AHEAD *of the* NEWS

DOUBTS ABOUT SANTA CLAUS—Three recent developments may mark the start of a trend toward increased questioning of the Federal Highway Aid Program by state and local officials. E. L. Schmidt, chief engineer of the Pennsylvania Highway Department, told the Association of Highway Officials of North Atlantic States recently that his department is "advocating that there be no material increases in federal aid appropriation." The association then passed a resolution asserting that highway problems can be solved best "with a minimum of federal regulation." A third development came in Maryland where officials of Howard County (west of Baltimore) refused federal aid because they believe they themselves can build roads at a total cost less than the 50% of county money required to match the federal grant.

●

SOCIALIZED LUBRICATION? — Promoter of one mileage guarantee plan for new car dealers (Carlife, see NPN March 8, p. 5) is distributing literature comparing its lubrication-inspection program (at a cost of $15) to hospitalization. Pitch given in selling guarantee is along this line: Carlife pays for major repair operations just as hospitalization pays for major operations; you pay for maintenance items and adjustments just as you pay for colds or minor illness even though under a hospitalization plan. Hospitalization philosophy has gained wide acceptance generally, so, car dealers conclude, the transition of this philosophy from physical care of the family to care of the family car will follow naturally.

●

DAMPER ON SYNTHETICS—Straight from the White House has gone the word to the Interior Department and Capitol Hill that President Truman does not want action this year on the McCarran and Wolverton bills to set up a gigantic commercial-sized synthetic liquid fuels industry. Reason: the President is opposed to any new appropriations, not absolutely necessary, which would tip the federal budget more out of balance than it is now. In addition, the White House feels that the present adequate domestic supply of oil makes the commercial synthetics program one which can be put off to a later date.

●

FTC ON THE PAN?—A congressional committee, not overly sympathetic with the Federal Trade Commission, may soon call the FTC to Capitol Hill to quiz it on the recently instituted study of "Petroleum Cartels" in world trade.

PRICE WAR BENEFICIARY?—Some prominent Independent jobbers in the Midwest feel that the principal beneficiaries of price wars are the real estate departments of major oil companies. In most of the price war areas it is apparent that the majors have gained gallonage at the expense of the Independents as the price range narrowed. As the major station's gallonage mounts, its rental, usually on a per gallon basis, also goes up, thus resulting in greater profits for the real estate departments. These jobbers point out that this extra profit on real estate and equipment investment means that extra expansion can be made at the expense of the Independents who continue the price wars.

●

SOUTHERN FREIGHT RATES—Recent action of Interstate Commerce Commission in denying petition of southern railroad to vacate an ICC rate suspension order is being interpreted by tank truck operators as indicating that final commission decision will call for cancellation of proposed reductions in oil rail rates. Although suspension order is not scheduled to run out until May 9, truckers look for a decision considerably sooner since ICC concluded oral arguments last January and truckers and rails filed final briefs last week. Decision in this drawn-out controversy may set the nationwide pattern for truck-rail competitive rates.

●

TANKERS FOR SALE—Since Gordon Duke of Southeastern Oil revealed his proposed tankers-for-oil deal with Mexican government, several other owners of idle U. S. flag tankers have begun negotiations with Petroleos Mexicanos looking towards same sort of swap. One high Washington official says Mexico City is "swarming" with owners of war-built tankers, many of which are now laid up for lack of business. These owners, it is said, are willing to swap even T2's for Mexican oil, whereas the Duke deal would involve only Liberty type. Any trade with Mexico would be predicated upon approval of U. S. Maritime Commission, which has final say on whether U. S. flag ships can be moved to another flag registry.

●

PLASTIC LINED TANKS?—Feeling among those truck tank manufacturers who have experimented with them is that plastic lined tanks for tank trucks and tank trailers don't offer any particular advantages for handling petroleum products. Plastic lined tanks, as such, have progressed beyond experimental stage, but cost of producing them even on large scale still is above that of conventional tank.

BIGGEST ADVERTISING CAM

50,000 Miles - No Wear !

★ **Driven "Twice Around the World!"** This is the *proved* story Conoco's biggest advertising campaign is telling motorists . . . the *facts* that can make Conoco Super Motor Oil the biggest seller at your stations: — For 50,000 punishing miles, six brand-new cars raced over hot Mexican-border highways, putting amazing new Conoco Super Motor Oil to one of the most rugged road tests ever devised. After 50,000 miles of continuous driving, engines *showed no wear of any consequence* . . . in fact, less than one one-thousandth of an inch on crank shafts and cylinders! Gasoline mileage for the *last* 5,000 miles of the test was as good as for the *first* 5,000 miles . . . actually there was an average difference for the fleet of only 4/100 of a mile per gallon! This amazing test, the equivalent of 5 years' normal mileage, proved that Conoco Super Motor Oil . . . with proper crankcase drain intervals and regular care . . . can keep your customers' new cars *new* . . . make them last longer, perform better.

Get Your Share of *BIG PROFITS*

PAIGN IN CONOCO HISTORY

introduces Sensational New

CONOCO Super MOTOR OIL

★ ★ ★

The biggest advertising campaign in the history of Continental Oil Company is being put behind new Conoco Super Motor Oil. National magazines, newspapers, outdoor posters, radio, television, farm papers—every medium of advertising is being utilized to tell motorists the amazing story of this new oil.

Attention, Oil Jobbers and Dealers—Here is your best opportunity in years to increase your sales of lubricating oil—of all the products you sell, the one that gives you the longest margin of profit. Why not start, now, to get your share of the motorists who are changing to Conoco Super Motor Oil? This sensational new oil, backed by the hardest-hitting advertising in the business, can be your biggest money maker.

* * *

For information about contracts, call your nearest Continental Oil Company division office: Albuquerque, Butte, Chicago, Denver, Fort Worth, Houston, Kansas City, Los Angeles, Lincoln, Oklahoma City, Salt Lake City.

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★ ★ ★

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here's our new automatic engine controller

for engine driven pumps on delivery trucks, airport refuelers. saves time, steps, engine rpms.

Cut out running back and forth between engine and end of hose! Just lay out hose and start delivering immediately. SMITHway Engine Controller has a diaphragm which moves in response to varying pressures on outlet side of transfer pump. This movement is linked with carburetor throttle rod to give desired engine speed.

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Easy to install in two hours or less. Will pay for itself in a few months. Solves many of the control problems of combustion engines, not only in tank trucks but in other types of installations. Get complete information from your local Smith representative. Write for bulletin No. 154.

Only $38.00 each, less in quantities.

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Mr. Yocom

WASHINGTON—By Herbert A. Yocom

FTC Nominee Gets 'Reward' In New Truman Slap at Byrd

If mediocrity is the test of qualification, then President Truman's latest nominee for membership on the Federal Trade Commission—Martin A. Hutchinson, of Richmond, Va.—appears to be eminently fitted for the job.

There is nothing otherwise that could possibly commend this particular nomination. It thus deserves to be ranked right along side the prior Truman appointments of John Carson, the co-op leader, and ex-Senator James M. Mead, of New York, to this same federal body.

Each of these last two was named to FTC for a plain and simple reason. In the case of Mr. Carson, it was to give recognition to the co-ops. Former Senator Mead, an old Senate buddy of Mr. Truman, got his because he needed a job. Ability figured in neither appointment, despite the fact that FTC is involved most intimately with the intricate economic affairs of the nation.

So, too, is there a very genuine reason for the Hutchinson nomination. Indeed, there are actually two reasons.

Mr. Hutchinson is a long time political enemy of Virginia's Senator Harry Flood Byrd. The same is true respecting Mr. Truman and the Senator, of whom the President remarked not so long ago that there are "too many Byrds" in Congress. So here was the President's opportunity to take another slap at the Senator, which all here are agreed is exactly what this appointment is intended to be.

The other obvious, although not the dominant reason for the choice of Mr. Hutchinson is to repay him for his all-out support of Mr. Truman in the last election. While the Byrd organization sat silently on the side lines, the FTC nominee was out on the hustings stumping for the President. Now, Senate consenting, his reward is to be a place on FTC.

* * *

Mr. Hutchinson is a lawyer by profession, but there is no evidence to indicate that his practice has been very much concerned, if at all, with the field occupied by the FTC. As a matter of fact, he appears to have devoted a big part of his time mainly to political affairs.

Oddly enough, it was Senator Byrd who gave him his start in politics. That was back in the days when the Senator was Governor of Virginia, and appointed Mr. Hutchinson as Secretary of the Commonwealth. To carry out a platform pledge to introduce more efficiency into state affairs, Byrd soon after becoming governor appointed a commission on re-organization and one of the principal recommendations that body returned was that the office of Secretary be done away with. The recommendation was adopted, Hutchinson lost his state job and has been at outs with Byrd ever since—to the point even of running against him for the Senate in 1946, when he was snowed under 3 or 4 to 1.

His 1946 campaign pamphlets described Mr. Hutchinson as a "liberal, independent Democrat" who supported the "liberal, humane and progressive program of Franklin D. Roosevelt." The same literature depicted him also as "a taxpayer who believes in economy in government and balanced budget, but recognizes that governmental agencies essential to the security and safety of the nation must be maintained."

A former Virginia newsman, who should know, says he would place Mr. Hutchinson as being slightly left of center but several hundred miles left of the dominant Virginia political organization, meaning the Byrd group. By the same token, he would put him a wee bit to the right of the Truman administration, but by a margin so slight as to be almost unnoticeable.

There is nothing in the nominee's record to show anything indicating hostility toward the petroleum industry. But that he can be counted upon to reflect the administration view on just about every conceivable issue that might come before FTC (assuming he is confirmed), no one here so much as questions.

Mr. Bjorkback

ATLANTIC COAST—By Raymond E. Bjorkback

Cost Cutting Seen a 'Must' For Survival of Marketers

Comes now still another reminder that oil companies are striving most earnestly to cut marketing costs.

E. H. Collins, director and general manager of marketing of Esso Standard Oil Co., discussed the other day in Detroit what must be done to build marketing efficiency up to something like equality with manufacturing efficiency.

Addressing the National Marketing Conference of the Chamber of Commerce of the U. S., Mr. Collins declared American industry has allowed mass distribution to lag so far behind mass production that "each individual" engaged in marketing must work toward reduced costs and increased sales.

This attitude is being expressed by men in companies of all sizes. In the past two weeks, for example, similar statements have been made by W. H. Garbade, president of Deep Rock, and by Morris Parker, president of the Indiana Jobbers Association.

Mr. Parker's remarks at the convention of his association included this blunt warning:

"Since the marketing of petroleum products costs more than half of the combined costs of the other three branches (production, refining and transportation), there is a huge area for reducing costs. These other branches have made great strides in increasing their efficiency, and it is up to us to increase our efficiency. Those who do will profit; those who don't will not survive."

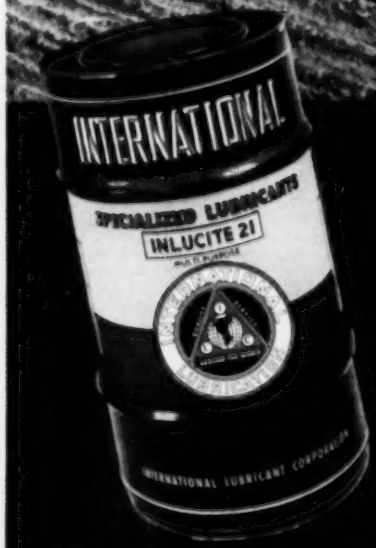
Mr. Collins said Esso's research into costs has led to savings "that could be measured in terms of millions of dollars."

Esso's capacity for such research is large, of course, just as its potentialities for reducing costs have been, and may still be. By comparison, the jobber-distributor's means may be small, even insignificant.

But in many cases, what he could do might well make as big a difference to him as Esso's continuing effort has meant and will mean to it.

Mr. Collins reported first of all that Esso's cost reduction program reaches every level of its organization, and that the company has "a constantly improving cost accounting system that eventually will enable us to determine the profit and loss on delivery of each type of product to each type of account."

There are some jobber-distributors who already have come pretty close



It's a big help at planting time to have one good grease that's perfect for every lubricating need and "stays put" far longer than ordinary greases. That's just what you get with INLUCITE 21. Because INLUCITE 21 does not "thin out," because it has strong resistance to water and has unusual mechanical stability . . . because it pumps freely at all temperatures . . . INLUCITE 21 assures you greater protection under long periods of rough use.

One lubricant, INLUCITE 21, superior to each specialized grease it replaces, means less work stoppages,—fewer hours lost at planting time.

INLUCITE 21 is the registered trade name of the original lithium-base lubricant made under our exclusive patented process.

INTERNATIONAL LUBRICANT CORPORATION
New Orleans, Louisiana
Manufacturers of Quality Lubricants
AVIATION • INDUSTRIAL • AUTOMOTIVE • MARINE

With Research Comes Quality . . . . With Quality Comes Leadership

to achieving that goal in knowledge of their costs. There are others, unfortunately, who do not have adequate bookkeeping systems, to say nothing of cost accounting systems.

Esso's research has disclosed that "the most important factor" in reducing cost of delivery was increasing the size of the delivery load.

"This single concept of increasing the size of delivery was one which every tank truck salesman and every plantman could understand and do something about," said Mr. Collins. "It tended to produce cost-consciousness in the minds of our entire operating personnel."

Esso addresses to the consumer an advertising program "designed primarily to help the filling station proprietor to sell his products."

"The salesmen of all our lines of products," Mr. Collins said, "are being constantly educated in modern selling methods. They must know their products and they must know the problems of their customers."

Distribution holds "the key to the future economy of our country," Mr. Collins insisted, adding:

"Above all, marketing must sell. Selling methods must be constantly studied and improved. Advertising must be strentghened and expanded. The demand for our multitude of products must be created and, above all, sustained.

"Scarcity is behind us, abundance lies ahead; it is up to marketing to dispose of these products efficiently, intelligently, and at low cost to the consumer. It requires constant effort."

The question for today is: "Who'll make that effort?"

Mr. Castle

MIDWEST—By Leonard Castle

Clinic for Sales Executives Aims at Better Management

Standard Oil Co. (Indiana) is putting its sales managers and assistant sales managers from the 26 sales fields and the general office through an intensive six weeks training clinic at South Chicago.

The clinic, first in the company's history, was started a year ago and is said to be much more than just another sales meeting. It is described as one of the broadest company— job— and self-appraisal programs ever conducted by a sales promotion department.

Each of the clinics is attended by 30 of Indiana Standard's sales personnel. They go to school for three weeks, return to their home fields for six weeks, and then come back to the clinic for the final three weeks of the program. When the first group of 30 goes back home for its breather, another batch of 30 arrives for three weeks.

By staggering the classes in this manner, the men are permitted to keep in touch with their sales fields without being away too long. Clinic leaders also believe that such a schedule enables the first three weeks' training to be absorbed completely before the last half begins.

The clinic has three objectives. First and foremost is to make better sales managers. Second is to enable them to train other men, and third is to permit them to improve their individual business techniques.

* * *

From 8 a.m. to 5 p.m. each day, the sales executives are given the complete story of the Indiana company. As a logical beginning, executives of the Stanolind subsidiaries come to the clinic from Tulsa to tell the story of finding, producing, purchasing and transporting crude oil. Then each department in the general office tells its own story and its relation to the over-all company structure. Intermingled with department stories is product information of every sort.

An estimated 150 speakers, each a specialist in his field, appears before the sales groups. Their discussions range from elementary courses in physics and chemistry to how the *Torch*, the company's monthly magazine for employes, is prepared; from the function of research to a study of economic trends in the United States.

To avoid montony in the long sessions, presentations are made with colorful visual aids, charts, moving pictures, slide films, illustrative gadgets and humorous stories. "Props" are used generously. The men attend laboratory sessions where they themselves perform basic product tests. They visit the Whiting refinery, the new research center, and various departments in the general office in Chicago.

* * *

One of the most important things the clinic does, in the opinion of Standard executives, is to give the men an opportunity to look at themselves and compare themselves with other sales managers. During and between and after the formal presentations, they talk among themselves, compare notes and discuss procedures and the problems of their particular fields. The clinic gives them an opportunity for self-improvement in such subjects as oral and written expression, in personality and techniques.

The Indiana company says there are three vital reasons for devoting so much time and trouble to sales managers. These are: 1. They sell the company's products—which is its ultimate aim. 2. Among them are some of the members of tomorrow's top management. 3. Everyone benefits from better selling and a better company.

It will take time to determine and know fully what the clinic is accomplishing and a lot of the benfits will be indirect and hidden. But the company feels that it has made for better sales managers, that it will make for better training of new men coming up the ladder, and that its objective of self-improvement of the men themselves has been eminently successful.

* * *

The Twin City Petroleum Club has established a benevolent fund, believed to be one of the first of its type in the country, to help any industry people in the Minneapolis-St. Paull area who through unusual circumstances might be in financial distress. For example, the fund would come to the aid of an oil company truck driver, or a bookkeeper, or any other employe who might suffer an accident and be away from his job for a lengthy period of time.

The fund was started at the Club's annual Christmas party last year. In previous years each member contributed $2 for the purchase of a present to exchange with some other club member. Last Christmas, instead of buying presents, the $2 contributions were used to start the benevolent fund. Since then one oil company has contributed $300 and others are expected to follow suit.

A five-man board of trustees, headed by F. J. Schiefelbein of the Midwest Oil Co., Minneapolis, new president of the Twin City Petroleum Club, administers the fund. Other trustees are R. A. Coffin of Sigwald Engineering Co., Minneapolis; S. H. Mitchell of Shell Oil Co., Minneapolis; Paul Hassett of the Hassett Oil Co., St. Paul, and Harold Northfield of L. W. Northfield Co., Minneapolis.

CAN YOUR DEALERS PAY THESE BILLS ON $340 PER MONTH AND STILL "MAKE IT"?

If all service station business were divided equally, each station would show a gross profit of about $340 per month. Each dealer would have slightly more than $80 per week to pay his bills and support himself. That's slim pickin's. But, there's a way out.

THE D-X DEALER SERVICE PLAN INCREASES INCOME

It has been proved through the years as a means of increasing volume and protecting profits by stopping profit "leaks." You can offer this plan to your dealers and help them get an increased share of their neighborhood business. You can "tighten up" your present dealer organization and add to it with this valuable dealer help. If you are located in the Middle West, inquire about it now. A representative will call on you to explain the D-X Dealer Service Plan to you.

MID-CONTINENT PETROLEUM CORPORATION
TULSA, OKLAHOMA
Waterloo, Ia. Terre Haute, Ind. Omaha, Nebr.
Chicago, Ill. Minneapolis, Minn.

Mr. Breese

PACIFIC COAST—By Frank Breese

Independent Dealers Rap Major Suppliers in 'Gas' Price War

In Southern California, gasoline service stations holding to their pre-price war retail postings are becoming as scarce as two-dollar bills.

Ken Michaels, president of the newly-formed Los Angeles Service Stations Dealers Assn., estimated that over 90% of the Southland stations have cut their retail prices. There are more than 6,000 stations in the Los Angeles Basin and upwards of 10,000 in the southern part of the state.

The association was formed in an effort to check the sweeping price cuts. An association official explained that the price-slashing movement had gathered too much momentum for the stations in competitive areas to resist despite their intentions otherwise. Although they have lost their fight for "a fair margin of profit" at the old rate, members feel the association still has a function. It will serve as a protective organization as the war rages and the pressures become more severe.

Independent dealers who handle products of the majors have become bitter toward the majors. The Service Station Dealers Assn. of San Fernando Valley bought advertising in newspapers to flail the majors as "our worst competitors."

The advertisement was headlined, "In This 'Gas War', Who's Doing the Kidding, Anyhow?" It started off: "When you've got too much of a product, you drop your price and sell for less. Get rid of your surplus and give the public a break. Right?

"Wrong! say the major oil companies. Keep right on selling for the same price to the service station dealer, but make HIM sell for less. Take away so much of his paper-thin profit that he can't afford to stay in business—and threaten him with cancellation of his lease if he complains!"

The ad then stated the dealers wouldn't be able to give "the same fine service . . . if we can't pay trained employes decent salaries . . . (and) . . . have enough men on duty during rush hours."

"Things are going to get the way they were in a lot of places during the war," read the ad. "We don't want to bring back conditions like that. You don't want 'em back. Then who IS bringing them back? The major oil companies. Our worst competitors today are the corporations who sell us 'gas'. Don't ask US why—we don't understand it either. But it's happening.

"We don't care what gasoline sells for. The cheaper the better. But the price to us has got to come down, too. We can't fight the oil companies' battles with OUR dollars. . . Your independent service tsation dealer . . . (is) . . . a business man in your community. He needs YOUR help now!"

Lessee of a 20,000-gal. a month neighborhood station told NPN he has cut his staff to himself on a dawn-to-dusk shift and a couple of school boys who help part-time. He gives premium stamps, which represent a cent a gallon. "I'm going to try to hold those stamps because they keep a lot of my customers steady," he commented. "But in a couple of months if I don't get some relief I'm going to have to get out. You can't stand this grind when you're not getting anything out of it."

Proprietors are trimming their staffs to cut costs. One lessee who operates three stations pumping 100,000 gal. a month said he was forced to reduce his overhead $1,000 a month. He dismissed four of his 19 employes.

As another means of making their situation known, members of the Los Angeles association have asked their customers to sign "sympathy statements" which are to be presented to officials of supplying companies.

* * *

One of the most significant developments of the week was the announcement by Standard Oil of California of a program to squeeze more gasoline out of crude oil. This would mean a corresponding decrease in the amount of fuel oil manufactured.

As the heavy fuel oil surpluses continue mounting, the problem of consumption and storage becomes more and more vexing. So, anything that may relieve the situation is a help. Anything that may constitute a solution will be a boon.

T. S. Petersen, president of California Standard, disclosed that a multi-million dollar program is on the schedule of coming events. It plans to convert its TCC (Thermofor catalytic cracking) unit at Richmond, to Houdriflow process, build a vacuum tower there capable of handling 50,000 b/d and integrate several existing plants into the new processing program.

Plans call for a marked reduction in the amount of heavy fuel oil produced and an increase in gasoline.

"This change reflects the steadily decreasing demand for heavy fuel oils," Mr. Petersen commented, "and the rising western market for gasoline."

There is no gasoline shortage in the West. In fact, gasoline has been running into surpluses since the beginning of last autumn. Still, there's more ready market for gasoline than for heavy fuel oil.

California Standard's move conforms to a pattern. General Petroleum has installed coking units at its huge Torrance refinery. It has been able to wring out more gasoline and convert end products into coke, which currently has a good market. Union Oil reported last year that it has hit on a process whereby gasoline output will be increased and heavy fuel oil production reduced. So costly is the process that it will take some time to put it into operation.

* * *

For California Standard, the asphalt business is so good that two asphalt refinery construction projects are planned this year under the auspices of the subsidiary, Stancal Asphalt & Bitumuls Co. One plant is under construction at Seattle, and the other is undergoing conversion to asphalt manufacture near Mobile, Ala.

The Seattle plant will process California crude. It will consist of a modern vacuum distillation unit, storage tanks and complete facilities for truck and railroad loading. This refinery, similar to one built at Portland, Oreg., three years ago, will mean more service for the Pacific Northwest.

Last year was the most successful asphalt sales year in California Standard's history.

* * *

Richfield Oil, with its fruitful Cuyama Valley discovery, is engaged in a busy expansion program. General details were released with the recent stockholders' report. A natural gasoline absorption plant with a capacity of 15,000,000 cubic feet of casing-head gas a day was completed at Cuyama.

Another plant now under construction in the South Cuyama field will be completed this year and will have a capacity of 30,000,000 cubic feet a day. A trunk pipe line system with a capacity of 75,000 b/d from San Joaquin Valley to the Wilmington refinery is due for completion this year.

John H. White . . . President of South Carolina Jobbers

At the age of 32 and after only six years in the oil business, John H. White is president of the South Carolina Oil Jobbers Assn., regional director of the National Oil Jobbers Council, an active member of the API Marketing Committee, vice president-general manager of the fast-growing Hewitt Oil Co. at Charleston, S. C., and secretary-treasurer of Costal Terminals and Fort Sumter Oil Co.

So that he may keep his work day down to 12 hours, Mr. White is having to say "no" to any further industry responsibilities—this being a fair warning to any who may have him in mind for any other jobs.

Mr. White got into the oil business through part-time work with a Charleston accountant, one of these clients was the Hewitt Oil Co., owned by Batson Hewitt. After auditing Mr. Hewitt's books for two years, Mr. White applied to fill a vacancy in the company. He was hired in April, 1944. In June, 1946, he was named secretary-treasurer of the company and in January, 1947, became general manager.

Born in Maxton, N. C., Feb. 2, 1918, he was only six months old when his family moved to Hartsville, S. C., where he lived for the next 14 years. At the age of 15, and before completing the 10th grade, Mr. White left school to go to work with American Bakeries in Florence, S. C. He attended night school at Southeastern Business College, majoring in accounting and graduating in 1936. A few months after his graduation he joined Swift and Co. at Florence as an assistant bookkeeper. Six months later he was transferred to Charleston as cashier.

In January, 1939, he became a cost accountant with the American Tobacco Co. at Charleston. When he resigned in May, 1942, to become an auditor for the Navy, he was assistant to the office manager.

While in Charleston, Mr. White attended the College of Charleston to study English composition and took correspondence courses in accounting and law. From 1942 to 1944 he worked nights and week ends for the accounting firm that led him to his association with Hewitt Oil.

Soon after joining Hewitt Oil, Mr. White was urged by Mr. Hewitt to take an active part in oil associations. He became a vice president of the South Carolina Oil Jobbers Assn. two years ago.

In 1941 Mr. White married the former Jane Doris Hanlon of Charleston. They have one daughter, Sally.

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Clarification of H. R. 6000 Asked by Texas Marketers

Ask Change So Wholesale Distributors Can't Be Defined as 'Employes' of Their Suppliers

NPN News Bureau

WASHINGTON — Two spokesmen for Petroleum Marketers Assn. of Texas asked Senate Finance Committee March 10 to amend H. R. 6000 "so that the term 'employe' shall be defined so clearly that it cannot possibly be construed by anyone that we wholesale distributors are 'employes' of those who supply us with petroleum products."

Texas oil men testifying were Sam Weiss, Gulf Oil Corp. distributor of Paris, and E. B. Chapman, The Texas Co. distributor of Sherman. Both are officers in association which Mr. Weiss said was formed on Feb. 24, 1950, and already has membership of about 400—with total expected to reach 2,000 "within the next few months."

Have Other Businesses

Weiss and Chapman both declared that they are active in other than petroleum marketing and that to classify them as "employes" of their oil suppliers might make it impossible for them to operate their other business interests. Mr. Chapman said he also is a dealer for International Harvester.

"We are the bosses of our businesses," Mr. Weiss said. "The people who work for us are chosen by us and we direct their activities. None of them has any responsibility, directly or indirectly, to our suppliers. . . Those of us who are engaged in other businesses devote whatever time we deem necessary for the efficient management of these other businesses and if and when we find it necessary we can and do use certain of our employes in these other businesses in which we are engaged.

"Some members of our association own their bulk plants. In most instances, however, the distributor leases his bulk plant from his supplier. The lease contract with the supplier is for a definite period and for a stated consideration. We have made considerable investment in our businesses. We pay all of the operating costs in connection with the distribution of our products. We are entirely responsible for the success or failure—the profit or the loss—that we make out of this business."

Rep. George Not Sure

After Mr. Weiss asserted that bulk oil plant operators would be classified as "employes" under H. R. 6000, according to minority report of House Ways and Means Committee which sent bill to House floor last year, Chairman George (D., Ga.) pointed out that majority report said oil distributors would not be included in "employe" group. However, Mr. George added, "I would be unable myself to say" how distributors' status would be interpreted if they do not own but only lease plants and trucks.

Handled on Consignment

Under questioning from Sens. Kerr (D., Okla.) and Millikin (R., Colo.), both Weiss and Chapman admitted that their supplies were not purchased at time of delivery but were handled on consignment. Mr. Weiss, under questioning from Sen. Connally (D., Tex.), also said he leased his warehouse only on a monthly basis. (Connally question apparently was prompted by stipulation in H. R. 6000 that one of factors in determining employe status is "permanency of the relationship" with employer.)

Mr. Weiss concluded his testimony with observation that he was puzzled by recurring legislation to disrupt status of Independent businessmen at a time when President Truman and other administration leaders continue to make pronouncements to effect that "small business needs protection."

Next oil industry witness scheduled to testify before committee is M. M. Fowler, on March 15, for

Texas Consignees Organize to Combat HR 6000

Petroleum Marketers Assn. of Texas is a new association organized by, but not limited to consignees. Group, headed by R. O. Canon, Odessa, Tex., was formed primarily to combat what they termed a threat to their independence as contained in HR 6000.

One of the association directors is E. K. Bennett, Longview, Tex., a jobber who was asked to participate because he was one of the organizers of Texas Oil Jobbers Assn.

Representatives of new consignee group will be present at Texas Oil Jobbers convention at San Antonio, March 20-21, at which time plans may be discussed regarding establishment of a consignee section of the jobber association similar to plan adopted by North Carolina jobber group.

Speakers at San Antonio convention will be: John Harper, Harper Oil Co., Long Island, and John Frey, director of API Marketing Division.

Other officers of Petroleum Marketers Assn. of Texas are: W. P. Wright, Abilene, first vice president; E. B. Champman, Sherman, second vice president; Richard Hinkle, Midland, secretary-treasurer.

Directors include the officers and: Sam Weiss, Paris; C. D. Daniel, Greenville; Bryan Williams, Marshall; M. S. Kimbell, Paris; Roy Henry, Hearne; G. L. Reeves, Tyler; J. K. Derden, Wharton; W. A. Cawthon, Paris; E. C. Meyers, Brownsville; F. E. Sterling, Greenville, and Mr. Bennett.

North Carolina Oil Jobbers Assn. and its Consignment Distributors Section. J. Howard Marshall, president of Ashland Oil & Refining Co., is slated to appear March 23, along with John Dressler of New Jersey Gasoline Retailers Assn. Public hearings are scheduled to end March 23 but following day has been left open for possible carry-over witnesses.

OIT Disbanding 'Informal' Oil Advisory Committees

NPN News Bureau

WASHINGTON — Two "very informal" petroleum advisory committees to Commerce Department's Office of International Trade are being dissolved, L. M. Carson, chief of OIT's Fuels Branch said March 14.

Mr. Carson emphasized that, although 13-man general petroleum products committee and 11-man lubricating oil and paraffin wax committee were listed among 27 industry advisory committees that Commerce has tentatively scheduled for disbanding, oil committees, as such, which really had never existed formally. They met only a few times during period when OIT began export licensing in late 1947 and early 1948, Mr. Carson added, and merely were industry representatives, "mostly local," from whom OIT sought help on specifications, classifications, etc.

Letters advising "committee" members of disbanding are now being prepared by Mr. Carson's office.

Phillips Petroleum-FPC Hearing Reset for May 1

NPN News Bureau

WASHINGTON — Federal Power Commission has postponed from March 20 until May 1 the hearing in Bartlesville involving question of whether Phillips Petroleum Co. is a natural gas company subject to FPC jurisdiction. Postponement was requested by Phillips on grounds that personnel assigned to case are tied up in another hearing.

At same time, FPC separated from Phillips' proceeding the application of Independent Natural Gas Co. and joint application of Independent and Northern Natural Gas Co. These have been rescheduled for hearing on March 20 in Washington. One would permit Northern to purchase gas directly from Phillips while second would allow Phillips to purchase compressor station from Independent and sell natural gas to Arkansas Louisiana Gas Co.

Farm Co-Op Tax Status Defended, Campaign of NTEA Hit by Brannan

NPN News Bureau

WASHINGTON—Agriculture Secretary Brannan has filed with House Ways and Means Committee—now working out a new tax measure in executive session—a strong statement defending tax status of farmer co-ops and rapping "tax equality" campaign of National Tax Equality Assn. "and its affiliates."

He cited the following six reasons why Agriculture Department "opposes any change" in Internal Revenue Code as related to farm co-ops:

(1) Change would represent "fundamental change" in public policy toward farmer co-ops; (2) any change would result in "only a little additional revenue;" (3) farmer co-ops, "although incorporated, are in the nature of economic partnerships," and no partnerships are required to pay taxes since these are borne by individual partners; (4) patronage dividends, whether in cash, certificates or book credits, must be accounted for by farmers in individual tax returns; (5) change in farmer co-op tax status would be regarded by "millions of farm families as a forerunner of more drastic changes that might seriously undermine the entire co-operative structure and adversely affect the entire agricultural policy;" and (6) existing farmer co-op tax status "is an aid to agriculture and fully justified in the public interest."

"The battle being waged by the National Tax Equality Assn. and its affiliates," Brannan charged, "is really over the question of who will market the products of farmers and who will furnish them with supplies and services. They are not concerned with the preservation of the family-type farm, nor with real tax equality. They want to make it more difficult for farmers to market their own products and buy their own supplies. They and their supporters want to go back 30 years and establish for themselves, through the imposition of unfair taxes, a more lucrative field for middlemen."

Wage Disputes Shut Down Quaker State Refineries

Special to NPN

OIL CITY — Two refineries of Quaker State Oil Refining Co.—at St. Mary's, W. Va., and Emlenton, Pa.—are shut down by strike in wage disputes with Oil Workers International Union. The plants have been operating two days a week since the coal emergency.

The strikes were called at midnight, March 10, after negotiations, which began last November, bogged down. The union reportedly is asking a 5c wage increase at the St. Mary's plant and adjustment of wage "inequities" in certain divisions at Emlenton. The strikes affect about 180 workers at Emlenton and 150 at St. Mary's.

1949-1950 Season Colder Than Last in Three Areas

NPN News Bureau

CLEVELAND — Weather during the heating season Sept. 1, 1949-March 11, 1950, has been generally colder (more degree days*) than in 1948-1949 in East Coast, Midwest and Southeast areas, according to NPN's regular degree day check of 14 cities. However, all three areas continue generally warmer than normal** this season.

Degree Day Summary for Sept. 1-March 11

East Coast	1949-1950	1948-1949	Normal
Boston	4180	3805	4568
New York	3161	3238	4148
Philadelphia	3282	3172	3827
Washington	2851	2965	3742
Average	3468	3343	4071
Midwest			
Chicago	4777	4716	5129
Cleveland	4067	3939	4783
Detroit	4721	4519	5107
Minneapolis	6479	6220	6417
Omaha	5016	5361	5631
St. Louis	3561	3609	3859
Average	4737	4729	5004
Southeast			
Birmingham, Ala.	1805	1940	2512
Charleston, S. C.	1132	1060	1634
Nashville, Tenn.	2677	2676	3074
Raleigh, N. C.	2174	2139	2771
Average	1947	1940	2498

* Degree days are the number of degrees F. by which the mean temperature for any 24-hour period falls below 65 degrees. Thus a mean temperature of 50 degrees F. for a 24-hour period would equal 15 degree days. It is estimated that the average home oil burner will burn about a gallon of fuel oil for each three degree days.

** Normal degree day figures are based on average temperatures from individual weather station files dating back to year records were first kept.

New OIIC Booklets Out

NPN News Bureau

NEW YORK—District offices of Oil Industry Information Committee are sending to local OIIC committees copies of two new "How to Do" booklets—a speakers' handbook and an essay contest manual. The first tells how to organize local speakers' committees and suggests ways of making effective speeches. Essay manual tells how to conduct essay contests, and the benefits to be expected from them.

Truman Coal Probe Likely Will Include Petroleum

House Group Pushes Its Investigation Plans Aimed at Recommending National Oil Policy

NPN News Bureau

WASHINGTON — The oil industry may soon find itself dragged through the back door into one of the biggest fuel investigations ever staged—and all because one of its less efficient competitors is in dire straits.

A long-range study of the coal industry is the primary goal of the projected investigation, but President Truman wants light thrown also on the relationship between coal and competing forms of energy—oil, natural gas and electric power.

The President so informed Congress last week in asking it to set up a special commission—two senators, two representatives and five civilians to be named by the White House—to make the study of what he terms "a very sick" coal industry.

End of the coal strike, said Mr. Truman, "has in no way diminished the need for a long-range study of the coal industry." He suggested legislation which would, among other things, authorize the special commission to investigate the existing and prospective markets for coal, thereby opening the door to a full-scale probe of the entire energy field.

Meanwhile, the House Commerce Oil (Harris) Committee pushed ahead with its over-all study of the petroleum industry with a view to the possibility of recommending a national oil policy.

One of the witnesses appearing last week before the subcommittee—Assistant Secretary of Commerce Thomas Blaisdell—endorsed the idea of establishing an "integrated national energy policy," to include not only oil but natural gas, coal and electric power.

Mr. Blaisdell termed the creation of a co-ordinated energy policy one "of the most important" tasks at hand. He told Chairman Harris (D., Ark.) that such a policy in his opinion, could be set up in a way which would allow different fuels to remain competitive for markets.

Also before the Harris group for consideration is a resolution by Rep. Cannon (D., Mo.), chairman of the powerful House Appropriations Committee, calling for a $250,000 investigation of the petroleum industry by the Federal Trade Commission.

Only action taken by the subcommittee thus far on the Cannon proposal is to ask for the view of FTC and the Commerce, Interior and Justice Departments.

At Houston the Independent Refiners Assn. of America amplified its statement in opposition to the resolution, stating that the group "opposes any investigation of the oil industry based on the present plight of the Independent refiner unless that investigation is initiated within the industry."

Support for the Cannon resolution has come from the Missouri Farmers Assn., a co-operative which owns two refineries.

Harry Leyendecker, IRAA president, said that his association feels that if assistance is needed, "it should not come from a federal level." Then, he added:

"While it is possible that the Independent refiner, like any individual, could benefit from the removal of certain conditions tending to restrain trade, it is also possible that an investigation improperly initiated could contribute to the unfavorable conditions surrounding the Independent refiner as well as have an adverse effect on other individuals and segments of the petroleum industry."

At the Interior Department, a coal advisory group to Secretary Chapman drafted a report which charged that its industry, and not the domestic oil producer, is bearing the brunt of increased oil imports.

Assertion was made by Petroleum Imports Committee of Interior Department's National Bituminous Coal Advisory Council, which contended that main product resulting from imports was residual oil.

This residual oil, coal group declared, "has been disposed of by dumping at low prices to replace coal under boilers."

Group then added:

"More than 70 million bbls. of residual as such was imported in 1949, in addition to 155 million bbls. of crude oil which gives a relatively high yield of residual when refined. On the average, each million bbls. of residual displaces 250,000 tons of coal production, 250 miners and the same number of employes in the transportation industries.

"To the extent that imported oil displaces coal, there cannot even be any pretense that this program stretches out U. S. oil reserves."

Cite Residual Stocks

The coal committee said that stocks of residual in U. S. were built up to excess of about 20 million bbls.—or 4%—above total requirements at end of 1948.

"This comparatively small excess was to start the dumping of residual, a practice that gained momentum in 1949 and reached significant proportions. Residual prices were cut in half in a matter of months to invade markets of other fuels."

During 1949, said committee, coal and oil fuels were hard hit by mild winter. Because of these conditions, group declared:

"It is not startling that residual prices had to be cut drastically and generally—at least a dollar per bbl. on the average over the year, a substantial sum figured on a half-billion bbls., and a loss not to be offset by price advantages on gasoline and other products although that was tried.

"Nor is it surprising that coal along with railroad transportation that depends heavily on coal for revenue were squeezed in the process."

Another effect, coal group stated, is "the reduced incentive for domestic development work" of oil producers and "a loss of interest in the development of synthetic fuels from plentiful materials."

House OK's Conference Report on Pricing Bill

NPN News Bureau

WASHINGTON—House March 14 adopted by voice vote the conference report on O'Mahoney Pricing Practices Bill (S. 1008) which would, in effect, overturn U. S. Circuit Court of Appeals ruling in FTC Indiana Standard-Detroit case.

Prior to voice vote, real test came on motion by Rep. Carroll (D., Colo.) to send bill back to another conference. Carroll motion was defeated 204 to 176.

It is now up to Senate to act on conference report, after which assuming Senate approval — measure will go to White House.

Carroll's objection to conference report was that it failed to include the so-called Carroll amendments which were aimed at preserving Circuit Court ruling in Detroit case that "good faith" is not a complete defense to price discrimination charges brought by FTC under Robinson-Patman Act.

Amendments had been adopted by House when it passed bill last year but were dropped in conference with the Senate.

Cancellation of Mexican Trade Pact May Ease Pressure for Import Bans

NPN News Bureau

WASHINGTON—Some of the pressure on Congress for the imposition of stringent controls on oil imports could be eased by the imminent cancellation of the 1943 Reciprocal Trade Agreement with Mexico.

Reports here are that notice of intention to cancel will be announced any day now with the result that—after 60 more days have elapsed—existing import duties would be doubled on most foreign oil entering the U. S.

That is because, with the Mexican agreement annulled, the oil provisions of the earlier (1939) trade pact with Venezuela then would govern again on oil imports. This is the agreement which, while reducing the duty on crude, topped crude, gas oil and fuel oil from 21c to 10.5c per bbl., nevertheless limited the total quantity that could take the lower rate to 5% of the total of crude processed in U. S. refineries during the preceding calendar year. Subsequently, the Mexican treaty wiped out the quota restriction in favor of a flat 10.5c rate on all imports regardless of the quantity.

Although cancellation of the agreement with Mexico would be prompted by reasons other than the current controversy over oil imports (neither country likes the way it has worked out in practice), capital would be sought to be made of it here as a move by the administration aimed at helping domestic producers.

Whether it would actually result in diminishing the flow of foreign oil is a question, however. Even some of the government's own oil experts doubt that it would. They reason that, despite the higher duty most imports would have to take, prices still are sufficiently high in the U. S. to encourage imports, even if the importers have to absorb the extra duty.

With figures for the latest available month—January—showing imports then at an all-time high of 893,000 b/d, another development last week saw Interior Secretary Chapman indicating he may request the National Petroleum Council for a new report that would include specific recommendations looking to a solution of this problem.

Defends Stewart

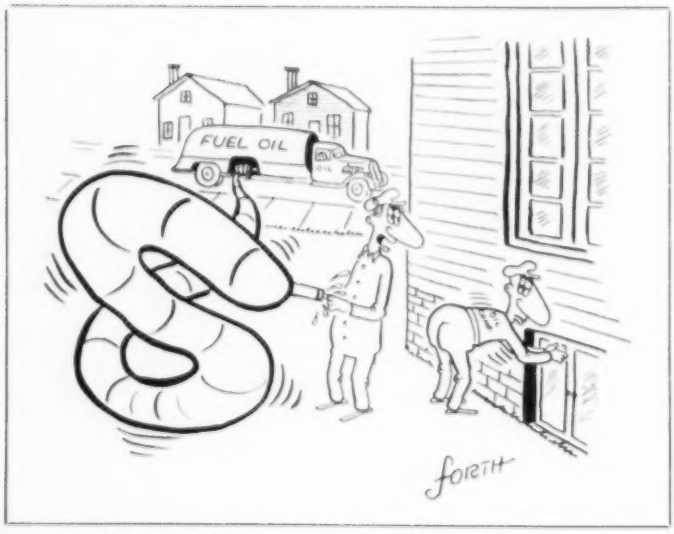
Mr. Chapman said a "real problem" would be posed "if imports increase." At the same time, however, he came to the defense of Hugh Stewart, director of Interior's Oil and Gas Division, who has been under fire of Independent producers for his recent statement that they had been "more scared than hurt" by imports.

Pointing out that it would be only natural for any industry which felt itself threatened to be frightened, the secretary said he nevertheless didn't think Stewart's appraisal of the situation had been "far wrong." But even so, Mr. Chapman conceded "there is a real problem we will have to face if imports increase," so he "probably" will ask NPC for another report and means also to confer with the Independent producers.

On the hot subject of dollar oil vs. sterling oil, meanwhile, this government apparently was making progress at last towards the adoption of an official U. S. position in answer to British proposals. There was at the same time, however, fresh evidence of mounting congressional impatience over the failure of the executive branch thus far to force an end to British discrimination against dollar oil.

At the House end of the Capitol, this impatience manifested itself in the introduction of a bill by Rep. Monroney (D., Okla.) that would authorize the President to "retaliate in kind against any foreign discriminatory action affecting American commerce."

And, on the Senate side, Chairman Connally (D., Tex.) was understood to be drafting an amendment to the ECA law that would make trade discriminations against American companies a basis for the withholding of Marshall Plan money.



"You shouldn't have turned it on 'til you got the window open!"

Sun Building Office-Garage At River Rouge Terminal

DETROIT—Sun Oil Co. has begun construction of a $250,000 office building and garage at the entrance to its new River Rouge, Mich., terminal. The building will house all accounting and sales offices of the company's River Rouge district, and provide storage and maintenance facilities for its motor truck fleet.

A two-story steel and masonry building, it will be 113 feet deep with 131-foot frontage, and will have an underfloor exhaust system in the garage section. The River-Rouge terminal is the center of Sun's deep water, railroad, trucking and pipe line facilities in the Michigan-Ohio-Indiana area.

Sun Creates New District

PHILADELPHIA—Sun Oil Co. has created a new marketing district at Indianapolis and has named John C. Kenney manager. Mr. Kenney is former district manager at Fort Wayne, where he is succeeded by Russell C. Holcomb.

Towboat Opens River

OMAHA, Nebr.—Breaking a ten-year record for the earliest towboat arrival into Bettendorf, Iowa, the motor-vessel *Laguna* of Paraland Oil Co., Omaha, arrived March 9 in that port with a cargo for the Paraland tank farm. The vessel was the first of the season into any port on the upper Mississippi river.

The average opening date at Bettendorf is March 15 with March 11 the earliest previous date.

Traveling in the wake of the *Laguna* was the *St. Louis Zephyr* of Streett Towing Co., St. Louis, making port March 10 in Dubuque, Iowa.

Sun Oil Co. Answers All But One Of Interrogatories Drafted by DJ

PHILADELPHIA — Sun Oil Co. has filed in Federal District Court here answers to 15 of the 16 questions presented by Attorney General McGrath in the government's "exclusive dealing" antitrust suit against Sun.

Only McGrath's demand for names of dealers whose contracts were terminated against their wishes was left unanswered. Sun asserted that it "has no compiled records from which it can supply" this information. Reply said:

"It (Sun) has chiefly in a warehouse at Marcus Hook, Pa., files relating to approximately 150,000 separate supply contracts, leases and sub-leases with Independent service station operators. It does not know which, if any, of these files contain information indicating the circumstances under which a particular contract lease or sublease terminated or was not renewed."

Sun, however, offered the attorney general "the opportunity to inspect these files under a mutually convenient arrangement."

Answers to McGrath's interrogatories were contained in a 157-page document, made up mostly of exhibits. Information covered by exhibits included:

Exhibits 1 and 2—Gasoline and/or motor fuel, motor oils and automotive lubricants gallonage and sales value for years 1929-49 for 18 states and District of Columbia to all customers, to Independent service station operators and to consumers through company-operated service stations.

Exhibits 3 and 4—Accessory products bought by Sun for resale through company-operated stations 1939-43 and those bought for resale to Sunoco dealers 1943-49, with description of each.

Exhibit 5—Sales value of accessories purchased by Sun 1929-39 and 1945-49 by years. Company noted that no records are now available for 1940-44 dollar sales.

Exhibit 6—Automotive accessories sales value for years 1929-49 by states to all customers, through Independent service station operators and to consumers through company-operated stations.

Exhibit 7—Petroleum products and automotive accessories combined sales value detailed in same manner.

Exhibits 8 and 8a—Names and addresses of all manufacturers or distributors from whom Sun purchased automotive accessories 1944-49. Also list of those from whom purchases were made during that period and from whom Sun is no longer purchasing.

Exhibit 9—Names and addresses of former employes requested in government interrogatory, showing whether regional, district or motor products manager or motor products salesman.

Exhibit 10—Number of service stations to which petroleum products delivered during each year 1936-49 by states either pursuant to supply contract or to stations owned or leased by Sun and leased or sub-leased to operators.

Exhibit 11—State-by-state breakdown of service stations owned by company and leased to operators, and service stations leased by company from owners and sub-leased by Sun to operators, 1928-49.

Robert G. Dunlop, Sun Oil president, last week sent employes and stockholders a statement on antitrust suit brought against the company by Attorney General McGrath. Text of this statement is published on p. 77.

Lack of Icebreaking Funds Snags Mississippi Barging

Special to NPN

MINNEAPOLIS—Mayor Eric Hoyer of this city, who sought to have the U. S. Coast Guard break ice in Lake Pepin, was informed March 13 there were no federal funds available for the work.

The mayor had requested the service Feb. 27 to send an ice-breaker to open the lake, about 50 miles below the Twin Cities, so that the navigation season could be moved up to March 15 alleviating the coal shortage in the area. April 1 is the average opening date for the first barge arrival at St. Paul.

Rear Adm. Louis Perkins, St. Louis, commandant of the Second Coast Guard district, telegraphed Hoyer that no funds were appropriated for ice-breaking operations on the Upper Mississippi. The admiral added that he lacked authority to engage in pre-season opening of Lake Pepin, where 23 inches of ice is reported by the St. Paul office of the U. S. Engineers.

Barge shippers of petroleum products and coal claim that three towboats of the Federal Barge Lines are under contract to the Coast Guard for ice-breaking on the Illinois waterways. These are equipped with ice plows of the service and are not needed at the present time in that area. The boats are the Memphis, Baton Rouge and Huck Finn.

The operators have asked Mayor Hoyer to renew a demand that one of these ice-breakers be sent to the upper river. They pointed out that petroleum stocks are low and that an early opening of the river would relieve the situation, since the bulk of these products are shipped into the Twin Cities by barge.

Sun Oil Selling Gasoline Containing TEL in New York

NPN News Bureau

NEW YORK—Sun Oil Co. is now selling gasoline containing tetraethyl lead, an advertisement in March 13 New York newspapers disclosed. The ad is headed "An Announcement to Owners of Gasoline Appliances" and reads in part:

"The Sunoco Dynafuel now sold and all gasoline hereafter dispensed from Sunoco pumps, in this community, will contain a small amount of tetraethyl lead.

"Therefore, we advise that any gasoline you buy at Sunoco pumps should not be used in any gasoline-burning appliances and should not be used for cleaning purposes. It is to be used only as a fuel for automobiles, trucks, tractors, etc."

Texas Plea in Tidelands Is Denied by High Court

WASHINGTON — U. S. Supreme Court March 13 rejected motion by State of Texas to delay scheduled argument later this month on Federal government's request for judgment on pleadings in Tidelands cases against Texas and Louisiana.

High court in denying Texas motion said arguments would be held as scheduled on March 27 in both cases. Justices Clark and Jackson did not participate in court order.

Texas had asked for delay until at least May 1 on grounds it needed additional time to prepare its answer to U. S. motion for judgment on basis of pleadings already filed.

Unless it was successful in gaining additional time, Texas had claimed "grave injustice will be done."

NPC to Meet April 26

WASHINGTON — Next quarterly meeting of the National Petroleum Council has been called for April 26 by Chairman Walter S. Hallanan. It will be preceded the evening of April 25 by an informal dinner and get-together between NPC members and representatives of Interior's Oil and Gas Division, with Interior Secretary Chapman as a guest.

Progressive Jobber Can Out-Compete Majors, Indiana Marketers Told

Parker Says Jobber Can Capitalize on His Competitive Edge by Improving Efficiency

By LEONARD CASTLE
NPN Staff Writer

INDIANAPOLIS, Ind. — Indiana Independent Petroleum Assn. last week heard its president, Morris Parker of South Bend, warn that the Independent oil jobber must improve his efficiency of operation because, "generally speaking, he has not kept up with the economic trend of the industry as a whole."

"Since the marketing of petroleum products costs more than half of the combined costs of the other three branches (production, refining and transportation), there is a huge area for reducing costs. These other branches have made great strides in increasing their efficiency and it is up to us to increase our efficiency. Those who do will profit; those who don't will not survive."

"Suppose," said Mr. Parker, "that a jobber is modernized and competing against an integrated company who is also modernized. How will he compare with the larger company? I believe that an integrated oil company's largeness is more of a detriment than an asset in marketing of petroleum products.

"I also believe that if the thousands of Independent jobbers in the country will streamline their operations, before many years pass the integrated company cannot come even close to marketing its products as cheaply through its company operated stations as the Independent jobber can. Also, in my opinion, once this movement is under way, you will no longer have to hound your supplier for increased margins. Competition will be such that they will be bidding to hang their sign on your place of business."

Must Study Future Trends

Mr. Parker said that in his opinion the Independent jobber must study the future trend of developments and plan his operations accordingly. He listed eight developments which the jobber must recognize. They are:

1. Service station properties must be increased in size to accommodate proper movement of more and more traffic. The modern station of today will be too small for tomorrow's traffic congestion.

2. Handling of petroleum products must be cut to a minimum. Direct deliveries of full transport loads from the refiner or terminal to the retail station will become essential. This, of course, requires adequate storage at the station.

3. Service stations must be modernized the same as any other place of business. You can't blame the supplier or manufacturer of a quality product for requesting this.

4. The consumption of petroleum products from modernized jobber outlets will increase in volume because of the potential increase in the number of motor vehicles on the highway from year to year in the future. The jobber who has modernized will reduce his operating costs per outlet.

5. We must adopt new economic methods of cutting vapor losses, such as direct coupling hose connections from transport trucks to fill pipes extended to the bottom of storage tanks, together with pressure vent caps.

6. Labor saving devices like the quick oil changer and the automatic pump nozzles must be adopted.

7. Self service at stations may or may not develop as an economic trend in the marketing branch of the industry. All of these things must be taken into consideration, however, in the future.

8. Service station dealers definitely have a problem, such as the one brought out in the Standard Oil Co. (Indiana) Detroit case, which should have been recognized and settled by the jobbers and supplying companies within the industry rather than their forcing the dealer into going to the government for assistance.

Other speakers at the convention were: Paul G. Blazer, board chairman of Ashland Oil & Refining Co.; Harry B. Jordan, president of River Co., Inc., New Orleans; and W. J. Gerwe of Socony-Vacuum Oil Co., vice chairman of OIIC and chairman of its Great Lakes District.

Jobber Vs. Commission Agent

Mr. Blazer declared that jobber operation has a distinct tax advantage over the commission agency operation. One of these advantages, he said, is that the jobber, owning his own bulk plant, tank wagons, transports and equipment, is enabled to take depreciation for tax purposes which, over a period of years, permits him to build up assets far in excess of book values, and if later he desires to sell his business he can take his profits as long term capital gain with a maximum tax of 25%.

"The commission agent, on the other hand, has little profit except the commissions which he takes out of the business as he goes along. The properties and equipment he uses are owned by his company and he can't build up equities himself. If he is successful, he is just a highly paid employe," Mr. Blazer stated.

He pointed out that, ordinarily Independent jobbers, whose profits before taxes are less than $50,000 per year, will save considerable in taxes by not being incorporated.

"In these day of high income taxes most of the money you will save will be in the appreciation of your business and its properties, over and above book values," he commented.

Mr. Blazer said that an abnormal situation exists in the oil industry today with the price of crude remaining high while prices of refined products have declined and the profits of many Independent refiners have virtually vanished.

"There is an overproduction of crude," he noted, "but through the artificiality of proration the price of crude has not dropped. Crude sells in a market that is not a free market."

Cites Refiners' Problems

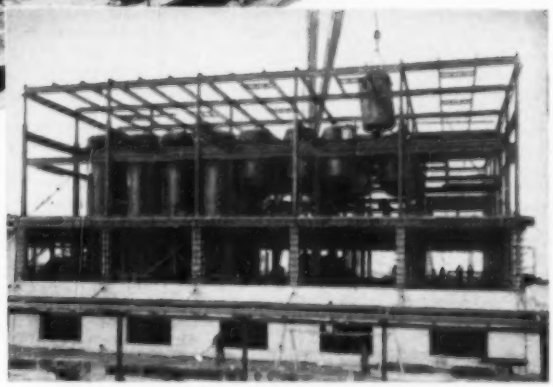
There is a free market on refined products, however, and this has brought distress to the refiner, he said. He also faces the problem of obsolescence of refinery equipment, brought about by the requirements for higher octane fuel. Many of the smaller Independent refiners have given up hope of being able to afford the expense of installing catalytic crackers and, as a result, some of them will not survive, he declared.

If there is too much profit in the marketing end of the industry, it will attract competitors into the business. Some jobbers will be tempted to expand too much or to engage in marketing practices which will be difficult to discontinue when the margins return to normal, he contended.

One reason most marketers are prosperous these days, Mr. Blazer observed, is that there were virtually no new service stations built during the war, while since the war gallonage has grown tremendously. This means that most stations are selling a greater volume than they did before the war.

"The oil industry operates in cycles and the squeeze is bound to come," he stated. "So now is the time to stop and think. When you are considering building that new outlet stop and think whether maybe it might not be better to improve the one you have, or possibly that the money should be spent for better transpor-

127 GRAVER TANKS



Aerial view at top shows tank farms with lube oil plant under construction. Inset shows some of the 84 tanks and kettles being installed inside the building.

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● *Capacity* 50,000 gallons of "heart-cut" oil per day... *Area* 42 acres... *Cost* four million dollars ... *Equipped* to blend solvent-refined base stocks into a super-quality motor oil. That's the new Cities Service oil compounding plant now under construction at Cicero, Ill. Located on the Illinois ship canal, this plant will receive its stocks from the Cit-Con lube oil plant at Lake Charles, La., by barge, and will become the supply point for the Great Lakes and midwest distribution areas.

This huge project involves 127 Graver tanks—93 shop erected, 34 field erected. All are either cone roof or dished roof type, all-welded steel construction. Four are stainless clad.

Here again is demonstrated the scope of Graver facilities for fabrication and erection of storage and processing tanks. No matter what *your* expansion program involves, call on Graver for your tank and vessel requirements—any quantity...any size and shape...in carbon steel, alloy or special steels, solid stainless or stainless clad.

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tation equipment, or to put in tanks at present stations to permit larger dumps. You will never go wrong in making reasonable expenditures to improve efficiency. You may make a mistake in expansion. Also, stop and think before you try to undersell your competitor. Maybe he can start a price war better than you can."

Accept Pipe Line Challenge

Mr. Jordan said that the barge companies "have accepted the challenge of the pipe lines, and are building bigger and more efficient equipment constantly to meet this ever growing competition.

"There was a time when barges could handle petroleum cheaper than the pipe lines, but with the building of large lines, we find that in some instances they can operate cheaper than we can. But there is still tremendous tonnage which falls into the range of barge operation, and this will always be true."

Midwest jobbers, Mr. Jordan said, "are very fortunate to be in a position to benefit from low barge rates bringing petroleum products within easy reach of your territory, or you can have them brought to you by pipe line, whichever proves to be more economical."

"We have no quarrel with the pipe lines," he said. "If they can do a better job, we take our hats off to them. In fact, there are points to which they can do a better job, and many other joints at which we can do the better job."

Dealers Hit New York Plan To Compete in Marketing

NEW YORK—Inter-City Gasoline Dealers Assn. has wired state legislature to amend the New York City Parking Authority bill and eliminate the section enabling the authority to construct and operate facilities to sell gasoline and oil and to service vehicles. Measure already has passed the Assembly.

Association President John D. Magner said his group realizes parking facilities are needed, but opposes the section which would put the city, with tax-free advantages, in direct competition with dealers. In other cities such as Rome, N. Y., where parking authorities have been set up by the legislature, they are not permitted to service vehicles or sell petroleum products, he added.

* * *

Virginia—A bill boosting jobbers gasoline evaporation allowance from 0.5% of gross tax collected to 1% has been killed by House Appropriations Committee of Virginia legislature. Bill had been unanimously approved by Virginia Senate.

Ohio Jobbers Told 'Hot Battle' Ahead As Fight Grows for State Oil Markets

Marketers Hit H. R. 6000; Are Ready to Support OIIC As Weber Cites Need to 'Stick Neck Out' for Industry

By NPN Staff Writer

COLUMBUS, Ohio—"In the future, as before the war. . . a whole series of competitive forces. . . will converge on the Ohio marketing territory," declared J. Howard Marshall, president of Ashland Oil & Refining Co. in a speech before the annual convention of Ohio Petroleum Marketers Assn. March 9.

Oil surplus, a big consumer market and cheap transportation all point to a "hot battle" in the state, with the Independent marketer playing an important role, Mr. Marshall stated.

The association was also told by its president, Eric V. Weber, that the time has come "to stick our neck out" to answer false charges against the industry.

Other speakers at the three-day meeting March 7-9 were Dr. Gustav Egloff, director of research, Universal Oil Products Co., Chicago; Carl Taylor, president, Waukesha State Bank, Waukesha, Wis.; V. L. Brophy, merchandising and sales promotion manager, central district, Sinclair Refining Co.; A. J. Johnson, vice president Shell Development Co., San Francisco; and Russell C. Ross, National Assn. of Manufacturers, New York.

The association unanimously approved motions directing its secretary to draft resolutions opposing the "employe" definitions of Social Security Bill H. R. 6000 and giving full association support to the aims and program of the Oil Industry Information Committee.

Cites Ohio Competition

In warning Independent marketers that they must be ready for stiff competition to come, Mr. Marshall outlined four points that his company considers and that he feels make for a distributor's success. He related each to the Ohio market:

1. Low cost transportation—Ohio has access to water transportation on the Ohio River to the south, on the Great Lakes to the north and will "one day" be open to the East Coast by the St. Lawrence Seaway. The state is already "traversed by pipe lines" with additional supply coming upon completion of the Sun Oil-Sohio 20-inch pipe line from the South and the Edmonton-Superior pipe line from Canada's Alberta fields.

2. Many potential suppliers of high-quality products—Mr. Marshall observed that Ohio has a "whole series of modern refineries," and that marketers have free access to any product they need from sources within the state.

3. Products available in such a way as to permit a well-rounded business—He termed the successful marketer one who can combine sales of gasoline, fuel oil, motor oil, and TBA. All of these are accessible in Ohio at low cost, Mr. Marshall stated.

4. An expanding market—Demand for oil for both heat and power are both increasing in the state. He noted that John L. Lewis "has done us a great service" through his prolonged coal strike, and that "we are getting conversions to oil heat at a tremendous pace."

As an example of how not to operate, Mr. Marshall cited the "high rates, high margins and low volume" business methods of railroads, adding:

"The railroads are gradually pricing themselves out of the transportation business. . . (their) costs of doing business have gotten away from them."

He predicted that "in the months ahead" there will be investigations

Eric Weber Re-elected

COLUMBUS, Ohio—Eric V. Weber of Cincinnati was re-elected president of Ohio Petroleum Marketers Assn. at the annual convention March 7-9. Also re-elected were other association officers: Sam Bohlen, Snyder Oil Co., Orrville, vice president; and Robert A. Warfel, of Columbus, executive secretary-treasurer. Hubert B. Fuller of Cleveland was retained as general counsel.

Named directors to serve for three years were Mr. Bohlen; J. Roger Day, Days' Oil Co., Edgerton; Clyde A. Sennett, Automotive Supply Co., Portsmouth; and B. W. (Barney) Mays, Mays Oil & Supply Co., Dayton.

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The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

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The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

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of the "sick" railroad and coal industries, and that these represent a threat to the continued freedom from government control of these industries and oil as well.

Tells Oil to Fight Back

Asserting that he has heard no satisfactory public reply to President Truman's "serious charge" that men in the oil industry are tax evaders (on the depletion allowance), Mr. Weber told the convention, "We've got to quit patting ourselves on the back and stick our neck out."

He cited the success of A & P's advertising campaign to fight monopoly charges of the Justice Department as an example of what oil men can do to resist the growing trend toward government restriction and regulation. Mr. Weber noted that it is important that oil men support the industry on a local level, adding: "There is no reason for not using our own techniques."

The association president had both criticism and praise for the Oil Industry Information Committee's program of telling the oil industry's story. He asserted that too often OIIC speeches prepared for public delivery by oil men have been written in an "ivory tower" with little relation to local conditions. The OIIC has already told oil men they have 34,000 competitors, and that there is now need to get to the second phase of the program, that of telling oil's story on a local level by local men. Mr. Weber added that the OIIC now appears working in that direction and urged his association to support its program.

Egloff Hits 'Oil Scares'

Declaring that there was not a "single incident" during the recent war when an oil product was not ready "at the spot needed and on time," Dr. Egloff denounced those who maintain the U. S. is running out of oil or that the industry is not able to meet all demands.

Noting that reliable estimates show exploration in America has tapped only 2% of sedimentary rocks "which could have crude," he asserted: "Our economy does not call for coal or oil shale synthetic production in the foreseeable future." One hundred billion barrels of potential oil are provided by the Gulf Coast Continental Shelf alone.

Dr. Egloff added: "If the government stays out, we will develop enough oil to meet any eventualities."

He also affirmed that it is "not widely enough known" that the industry is not afraid to put out products that temporarily cut back consumption, and cited higher octane gasolines as an example. He quoted a General Motors estimate that increased octane ratings have saved 2.5 billion bbls. of gasoline since 1924.

Explains Poor Salesmanship

Mr. Brophy, in his address, "Our Selling Job Today," gave two reasons for the widespread feeling that selling today fails to measure up to that of prewar years:

1. In excess of 50% of present-day salesmen have never sold in a "competitive" market.

2. Over 40% of executives supposed to teach salesmen have never had experience or success in competitive selling.

He stated oil men frequently make the mistake of forcing on the public what they think it wants, and lose sight of the fact that the public wants only one thing—service.

Mr. Johnson traced engineering developments in production, transportation and refining and emphasized the continual compromises required of engineers to give marketers the best possible products at a price the consumer will meet.

Mr. Ross stressed the need to keep employes and the public fully informed about company operations because "when no positive story is given, the negative always takes over." He attacked the philosophy of many that a man "who makes a lot of money today must be penalized for making money," and asked a "revolution" to preserve free enterprise in America.

Mr. Taylor warned that Americans must realize their Constitution does not automatically insure them basic freedoms lacking in many other countries. In a rousing speech that won him standing applause, he challenged the convention to do something about the fact that many "freedoms are already gone from the Constitution."

Natural Gas Set for Invasion of New England As FPC Holds Hearings on Pipe Line Requests

WASHINGTON—Federal Power Commission began consolidated public hearings last week on applications involving Tennessee Gas Transmission Co., including three which aim at supplying the New England area for the first time with natural gas.

The three applications proposed that Tennessee, along with Transcontinental Gas Pipe Line Corp., construct facilities to supply Northeastern Gas Transmission Co., which in turn seeks to construct a pipe line system for selling gas at wholesale in six New England states.

A representative from the office of Massachusetts' Governor Paul A. Dever told FPC Chief Examiner Simpson as hearings opened that the governor sees a "very definite need" for supplying the state with natural gas "at the earliest possible time," since Massachusetts "now lacks fuel" and has no fuel source within its borders. Seconding Dever's opinion was state Public Utility Chairman Flaherty, who said that at the last meeting of the New England conference of Utility Commissioners it was resolved that FPC serve the New England area "as expeditiously as possible."

Asks Gas Increase

East Tennessee Natural Gas Co. of Chattanooga has applied to Federal Power Commission for authorization to increase delivery capacity of its pipe line system by 40 million cu. ft. daily through construction of about 139 miles of line at an estimated cost of $5,264,120.

Proposed line from Knoxville to Bristol would provide natural gas to markets and areas extending from Oak Ridge to Bristol, including Mascot, Jefferson City, Morristown, Johnson City, Elizabethton and Kingsport.

Natural gas transmission facilities designed to add more than one billion cu. ft. of daily delivery capacity to the nation's pipe line systems were authorized by FPC during the six-month period ended Dec. 31, 1949.

Authorized facilities involve 2,637 miles of pipe line with estimated total construction cost of $195,587,697. Recipients of major portion of projects include 68 cities of more than 50,000 population in 19 states and District of Columbia, as well as numerous smaller communities, an FPC report shows.

Largest single authorization was for Tennessee Gas Transmission Co. to construct a main transmission line from Kentucky to Buffalo, N. Y., plus additional loop lines and compressor units on its main Texas-to-Kentucky line. This involves 1,032 miles of pipe line and 73,000 horse power in compressor units at cost of $76,116,585 to deliver 169,000,000 cu. ft. of natural gas daily.

Report also points out:

During calendar year ended Dec. 31, 1949, FPC authorized construction of 7,571 miles of pipe line and installation of 499,800 H.P. in compressor units at estimated cost of $615,249,100.

Since Feb. 7, 1942—when present certificate provisions of Natural Gas Act became effective—FPC has authorized more than 30,100 miles of line and 1,904,000 H.P. in compressor units at estimated cost of $1,824,099,000.

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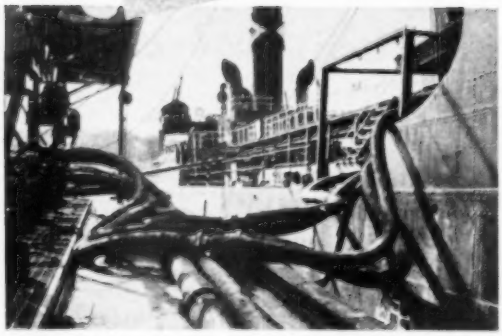

WHERE FLEXIBLE CONNECTIONS are needed, U. S. Rubber uses modern resources to build hoses that resist petroleum oils in suction work and in discharge service in refineries, terminals, on tankers and barges.

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As changing techniques and improved operating methods constantly occur in the oil industry, U. S. Rubber research experts are constantly developing hose that presents new standards in efficiency, durability and safety. No matter what your problem in hose may be, you can be sure that U. S. Rubber Company technicians either already have the right answer, or will work it out for you without delay. Write or call Mechanical Goods Division,

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Bringing the Advantages of Dual Drive Design to Many More Truck Operators

Here's welcome news for fuel oil and gasoline distributors and other operators who need trucks combining great tractive ability with low gross vehicle weight.

These new GMC series "400" and "620" 6-wheelers answer every requirement of these vocations. In the bargain they give you the plus values of GMC engineering and design . . . in powerful valve-in-head engines that are basically the same as "the Army's Workhorse" . . . in modern, wide-vision, extra comfort cabs . . . in rugged, truck-built chassis that include such outstanding features as wholly new, high efficiency dual drive axles, bumper bar grilles, recirculating ball bearing steering, Syncro-Mesh transmissions, frames of 11.1 and 16.03 section modulus.

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Editorially Speaking

Wisconsin Court Rule Shows Independents, As Well As Large Companies, Can Be Prosecuted on Price Fixing

It may well be considered that this is a rather fortunate time—for the oil industry—for the first state supreme court decision to sustain a conviction of a gasoline retailers association for price fixing, to be handed down. A little bit later and it would be fair to assume from the surplus of gasoline on the market and all the gasoline price cutting that is going on, that many a marketing group might be urged to try and exert some influence to better prices and margins, which proceeding might get a lot of folks into trouble and put the whole industry in a poor public relations light before the public.

The decision referred to is that of the Wisconsin Supreme Court given last week against the Retail Gasoline Dealers Association of Milwaukee, an old organization with a full time secretary who, until this year, had also been a member of the National Petroleum Council at Washington. The Wisconsin Court in unequivocal language fully sustained the lower court which had held association and officers guilty of a conspiracy to fix the retail prices, fined both association and officers and ordered the association dissolved.

From an oil industry standpoint the important point is that the belief that has for many years been popular in the industry that organizations of small oil men, Independents, either cannot be guilty of law violation or will not be prosecuted and found guilty by the authorities, is now shown to be a false one. One has undoubtedly often heard some small oil men say "Oh, they won't bother us. We can't have a conspiracy, we are not big enough." Or else "We are fighting a 'monopoly' so why would the government bother us?"

Too often these ideas have come from sheer ignorance but sometimes from the advice of small-time attorneys who are either too dumb or ignorant to know their own law. But generally such ideas come from laymen to the law, men who have worked out "their own law theories" to convince themselves that they are "right" in their activities. These, of course, are the most dangerous of people because they seem persuasive, talk vehemently, if not intelligently and appeal to the prejudices of those, whose support or money they want.

Then periods of surplus and low prices have brought forth from the ranks of some of the larger companies, apostles of "ethical marketing," men who should have known better but who deluded themselves into thinking that it was always the "other man" who did the price cutting and if he could only be convinced that it was "unethical" then all would be rosy and profitable. Had their legal departments had any hint of such false doctrine they would have been put out to pasture. This Wisconsin decision should serve to help these legal departments in improving the thinking—such as it is—of these brethren.

While the American Petroleum Institute was short sighted and unduly fearful in asphyxiating its marketing department some 15 years ago, nevertheless there was much justification in its desire to keep out of unnecessary entanglements that might give the Washington New Dealers a chance for unfair attacks on the industry. That was when a great many people in the industry thought that the smaller competitors of the majors could espouse and talk about most anything and not get themselves or the majors into trouble. But the eyes of the attorneys of the majors had been widely opened by the utter unfairness, and double dealing of the New Deal in its bringing and carrying on the Madison case. The essence of the government's contention on who was guilty in that mass trial was that no matter if you did not attend any meetings, no matter if you instructed your representative to vote "no", no matter if neither he nor any one else participated in any act, in fact no matter if you did not know of a specific act, you and your company were guilty of whatever it was that the government charged. Of course the real nub was that the Roosevelt administration double crossed the boys after they had insisted on a New Deal oil "code."

For years after this fiasco of justice, the big oil companies would not let their men attend any meetings where some Independent might even talk about "ethics" and better marketing conditions that might effect price. The marketing division of the oil industry thereby lost a great opportunity to listen to and participate in discussions of better marketing methods and to learn first hand some of the improvements that the majors had studied out.

One of the prime objectives in forming the National Oil Jobber Council and inviting high officers of major suppliers to meet with the group, in the open, was to show these major presidents that there are just as high class and discriminating and fair and intelligent a lot of men leading the Independents as there are heading the majors. The officials of the majors came, found the discussions valuable and were convinced of the conservatism of these jobber officials. The result is that the National Oil Jobbers Council has advanced to a high place in industry relationship. In fact one may venture to say it is one of the great powers for good to industry and country, within the industry.

This Wisconsin Supreme Court decision also comes when there are some new conditions confronting the industry and especially confronting some of its executives and managers who have lately stepped up into the higher management ranks, men who have heard little about the perils of "ethics" in marketing. To these relative newcomers the Wisconsin Supreme Court says "watch your step even if you are but a small Independent."

Today, for the first time in 10 years, supply exceeds demand, all down the line from crude through refinery products. War rationing and other restrictions are gone. The industry is engaged in some of the hardest competition of its history. In addition, there are many men in marketing, both Independents and in major company organizations, who have had little or no experience in

selling in a highly competitive market created by excess of supply.

This lack of experience makes lots of difference in the thinking and doing of the less experienced men, as those who have been through a couple of depressions well know. Easy selling, such as we all have had the past 10 years, has fooled some men into thinking that they were doing the selling when actually the buyer was just buying. Today's buyers' market is bringing disillusionment, but disillusionment is hard for the seller to face. He often first looks to find something wrong with his product, then to company policy and then to the price. He is inclined to look anywhere but at himself to judge where the trouble is.

All this, as it always has been, is most conducive to price cutting, generally based on reports—many times false—of a competitor cutting the price, or a false belief that a lower price will get more gallonage to offset the drop in price. That such increase in gallonage generally has to be taken from a competitor is overlooked by the price cutter so when the competitor gets hurt by this loss—especially if he is a major company, and reduces his price—then the competitor has engaged in "unethical practices," a fine phrase but actually a bit of soft soap for the pride of the original price cutter.

Then comes much bemoaning for a "true market leader," for a "Moses" to lead the price cutters out of their own difficulties, for meetings and associations to establish "ethics" in marketing, and, even laughable as it may seem, appeals to government authorities to "establish such ethics."

Then from the price cutters emerge some highly vocal leaders, who lay about them, cracking the heads of the "monopolies" who "should be market leaders" and appealing to emotion and prejudice instead of common sense. It is surprising what a following they will collect. As long as "conditions are bad," men will agree to pay money to association work but such promises they will forget as soon as margins widen.

We have heard it a thousand and more times the past 40 years, where large and small will cry unto the heavens "Oh God, why cannot the majors be real market leaders? Why cannot we have some leadership in this industry?" Meaning of course, why cannot the majors hoist the price umbrella high enough so these appellants to the Throne of the Almighty can continue to shade their prices a wee bit and continue to pick up additional gallonage off the hoisters of the umbrellas.

Then come the apostles of "ethical marketing."

Today what the Wisconsin Supreme Court says in practical effect is "Beware these apostles."

May the industry take the court's advice. It is sound counsel for major and Independent, for producer, refiner, jobber and dealer.

Since the beginning of the oil industry and since the beginning of all industry, newcomers generally refuse to give heed to the effect of the law of supply and demand. They always take the position in the oil industry that no matter how much crude is overproduced, the crude buyers, refiners and pipe lines, should buy it all at the top of the market; and the refiner used to but—with the exception of a few Independents—no longer does think that no matter how much gasoline he produces there should always be a buyer also at the top of the previous most profitable market; and the oil marketer and dealer have often thought—but more and more no longer so—that no matter how many there are of them they should always be able to increase their gallonage and at the widest margin in their history.

In addition to this faulty thinking by some in the oil industry today who were brought up on war shortages and government allocations and restrictions, have come rising costs that crept up on all quite surreptitiously. In some areas and at some gasoline station locations, gallonage has increased so that it can be served at much lower costs at those stations than at other stations where the increase was not as great.

The first real sign of trouble was in the coming of the "self-serve" stations in California. They, foolishly, were fought first only on the basis of their alleged fire hazard and for being "unethical" instead of being recognized as the result of wide margins on THE NEW AND GREATLY INCREASED VOLUME OF GALLONAGE AVAILABLE TO THOSE PARTICULAR LOCALITIES.

Undoubtedly the major oil companies in California would have met the cut prices of these "self-serves" rather promptly had it not been for some ticklish marketing legal questions then pending in court there. Such prompt meeting of those prices would have bashed down this alleged "new method" of marketing, a method reported as much as 30 years ago by NPN, as having been tried and failed as soon as the cut prices were reasonably met.

California, with its new big and well paid war population, was a big buyer of postwar automobiles. Its highly congested traffic and most of its families living along a few main roads, produced in a few months time a volume of gasoline gallonage found in but few other places in the U. S. This great increase in gallonage, when directed into a few price cutting stations, gave such a low operating cost that 5 and 6c a gal. cuts still left highly profitable over-all margins. That this is true is shown by the decline in these stations, the return of many to normal pricing methods, as competitors met cut prices and others built new stations against them.

Since the advent of these price cutting self-serves on the West Coast, price wars have broken out all over the U. S. Some are still on but as the major companies have been forced by loss of gallonage to reduce their price structures, the price wars have been decreasing in number.

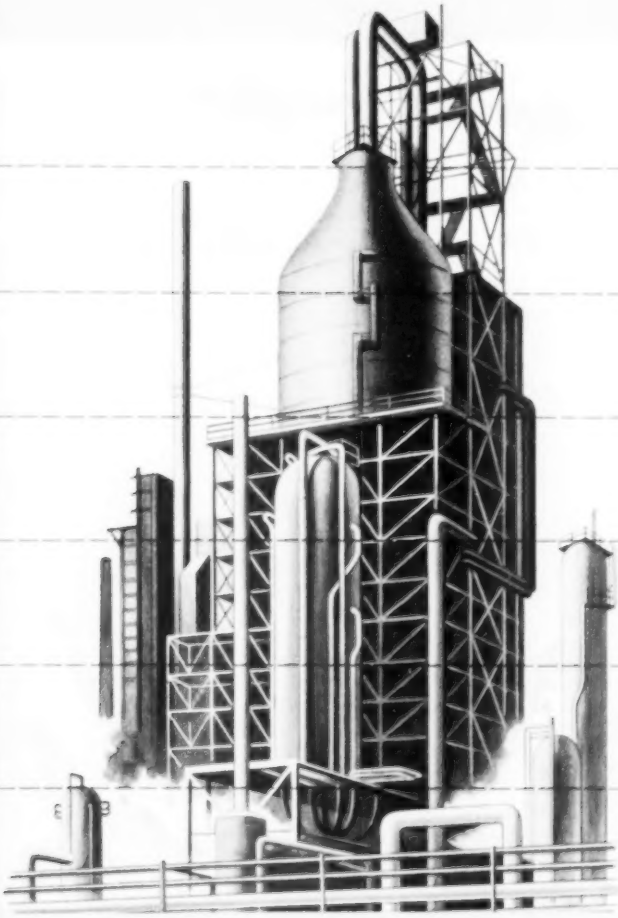
Price wars, when they really get agoing, are most painful but the apostles of "ethical marketing" should keep in mind that they are the natural result of a margin that is wide enough so that on his current gallonage a marketer—big or little—thinks he can get more gallonage and more profit by cutting his price "just a little" and add to his gallonage by taking some away from his nearby competitor.

What so many in the oil industry forget is that the oil industry in and of itself does not create gallonage, it simply serves existing gallonage demand. The automobile manufacturers, the manufacturers of Diesel engines, of oil heating equipment and other oil using equipment, create the demand. The oil industry simply supplies that demand.

Every executive, manager, and supervisor in oil marketing could well inform his people of this Milwaukee decision (NPN March 8, 1950, page 17) and tell those people that what that decision actually says is "Beware the apostle of ethical" marketing because so often the apostle seeks to extend "ethical" far beyond the establishment of better business methods of more accurate cost accounting, of intelligent cutting of expense, working harder and maintaining your courage when the buyer chisels for a lower price.

What the Wisconsin Supreme Court tells the oil industry is "cut your costs, be more efficient and work harder."

FACTS About Du Pont's Helpful Services to the Refiner



RESEARCH

TECHNICAL

MARKETING

SAFETY

MEDICAL

FIELD LABORATORY

DU PONT

Better Things for Better Living
. . . Through Chemistry

USE DUPONT TETRAETHYL
LEAD COMPOUNDS

How Du Pont TEL Services can help you

What petroleum chemicals research facilities does Du Pont have?

Du Pont maintains a complete research department devoted to the study of fuels and their components, both from a chemical and an engineering standpoint. Center of the Petroleum Chemicals research effort is at Deepwater, New Jersey. Road test fleets operate out of this headquarters as well as out of the El Monte, California Road Testing Laboratory.

What other research facilities does Du Pont have?

In addition to the research carried out in the Petroleum Chemicals laboratories, specific projects are maintained in the company's experimental station for which a new $30,000,000 building project is nearing completion in Wilmington. The findings of other laboratories throughout the company are available at all times for consideration as to their application to the petroleum industry.

What are the objectives of Du Pont Petroleum Chemicals research?

Du Pont has initiated a long-range program of fundamental research leading to a better understanding of the combustion process and its chemical control. A wide variety of studies are under way to help refiners utilize present TEL compounds most efficiently. Others are aimed at improving antiknock compounds. Research is also conducted on other gasoline additives.

What Technical Service does Du Pont offer?

Du Pont provides an integrated technical service that works with refiners, equipment manufacturers and fuel users.

Does their work treat with refinery operation?

Du Pont's men are fully trained in the various phases of refinery work and are able to consult with your management, research and development groups, not only upon problems related to the most efficient utilization of TEL Compounds, but also upon refining and treating processes that relate to the use of additives.

Is Du Pont prepared to offer further technical services?

Du Pont Technical Representatives will keep you advised on the latest technological developments in the refining and additives field and will work with you toward their incorporation into your own processes. They will also assist in training personnel in precision test methods.

Does Du Pont consult with automotive manufacturers?

Yes. Du Pont has a staff of experienced engineers whose function it is to consult with research and technical groups of automotive manufacturing companies on problems related to the utilization of leaded fuels and other problems concerned with design and engine performance.

Does Du Pont also consult with tractor, truck, bus, aircraft engine and other manufacturers?

Du Pont works with all types of engine manufacturers on problems to improve engine-fuel relationships and on problems associated with the utilization of leaded fuels.

What other aids does Du Pont offer?

The results of Du Pont research are made available through the publication of papers and through joint meetings of Du Pont and refinery research personnel. By widespread dissemination of such information, Du Pont contributes toward the creation of better fuels and their more effective use.

What facilities does Du Pont offer to aid the refiner in his marketing program?

Representatives working out of the Du Pont District Offices are ready at all times to assist your marketing groups on specific promotional programs.

Can these men be called on to conduct meetings and help in educational work?

Yes. These representatives are available to work with

your own marketing group in conducting educational meetings among dealers and other personnel.

Does Du Pont supply information that will help a refiner evaluate the position of his fuels?

Du Pont provides a comprehensive quarterly gasoline survey which shows the octane rating and TEL content of individual gasolines in all geographical sections of the country.

Is Du Pont prepared to render assistance on automotive operational problems?

Du Pont's field engineers are always available to work with refiners and assist in applying preventive maintenance for truck, bus, tractor, and other automotive equipment operators.

How about aircraft engine operation?

These helpful field services are also available to work with airlines and airports on specific engine operating problems.

What about deliveries?

As the operator of its own fleet of tetraethyl lead tank cars, Du Pont has been able to maintain scheduled deliveries throughout the country.

Does Du Pont maintain a safety service for the benefit of those using Du Pont TEL Compounds?

Yes. It is made up of a group of specially trained men who can help you in many ways to insure the safe handling of tetraethyl lead compounds.

Can Du Pont help in making blending plant layouts?

Yes. Standard or special plans and specifications, as well as actual on-the-spot assistance, are provided in blending plant construction.

Does Du Pont help to train personnel for operation of the blending plant?

Yes. Du Pont will supply the type of training that results in safe employees and an efficient operation.

What does Du Pont provide in the way of inspection and maintenance supervision?

The safety services provide users of Du Pont TEL Compounds with a regular quarterly inspection service, assist in the application of preventive maintenance, and supervise any necessary maintenance and repair work. They will also advise on problems related to the cleaning and repair of tanks which have contained leaded fuels and will attend and advise on tank entries.

What about emergency field help?

On any problem involved in meeting emergency field conditions, Du Pont safety men will assist in working out a satisfactory solution.

What other services are offered by the Safety Group?

They will keep your personnel abreast of the latest approved methods of handling, circulating, and mixing TEL Compounds. They will work with your own laboratory personnel on problems related to the handling of TEL. In addition, they will help you in determining the adequacy and safety of your blending plant equipment and methods.

Does Du Pont supply a medical service in connection with the use of Du Pont TEL Compounds?

Yes. The Du Pont medical service comprises a group of physicians specially trained in industrial hygiene and particularly in the health problems that relate to the handling of tetraethyl lead compounds. They are always ready to cooperate with you in safeguarding the health of employees working with TEL Compounds.

Does the Medical Service aid in the selection of employees to work with TEL?

Yes. They will make preliminary health studies to determine employee suitability for work in these locations.

Does their responsibility end with the selection of the employee?

No. They will also make periodic examinations of such personnel to insure that proper hygienic standards are being maintained.

What other medical service is available?

In addition to examinations of employees, the medical service is, at all times, available to consult with you on general health problems concerning the employees whose work is associated with the handling of TEL Compounds.

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING

. . . Through Chemistry

FIELD LABORATORY SERVICES

These services are provided by Du Pont District Laboratories in Wilmington, Delaware; Chicago, Illinois; Tulsa, Oklahoma; Houston, Texas, and El Monte, California. Complete laboratory service is available to help you determine the qualities of your fuels, their additive requirements, and also to serve as a dependable check on your own laboratory findings. In emergencies the laboratories will furnish data that will help you to control processes. These laboratories are prepared to offer you the following services in connection with the use of any one of the Du Pont Gasoline additives.

Make DuPont the Source for All of Your Gasoline Additives

TETRAETHYL LEAD COMPOUNDS

Laboratory services are available to you for supplying octane ratings on blending stocks, determining lead susceptibility of stocks and for checking the octane ratings and TEL concentration of your finished blends.

GASOLINE ANTIOXIDANTS

Provide laboratory evaluation services in determining which one of the *three* Du Pont Gasoline Antioxidants will work best with your fuel. Work with your own personnel in determining at which point in your refining process the addition of antioxidants will be most effective.

METAL DEACTIVATOR

They can furnish you with comparative data on the economies of using Du Pont Metal Deactivator in copper contaminated stocks to lower the cost of antioxidant treatment and improve storage stability.

GASOLINE DYES

Each District Laboratory is equipped to furnish complete information on color blending with Du Pont Gasoline Dyes to achieve any desired color characteristic.

DID YOU KNOW

Du Pont Serves the Petroleum Industry With Many Products

Du Pont products used by the petroleum industry are by no means limited to gasoline additives. For example, Du Pont supplies many special explosives for seismic prospecting and for "shooting" oil wells too. Then, there is neoprene, Du Pont's durable, oil resistant chemical rubber. This finds application in many pieces of equipment. Special finishes are also supplied for tank farms, bulk plants, and other oil equipment. These are only a few of the many Du Pont products that daily find use throughout the industry.

DuPont Services Help You Use Them Most Effectively

DU PONT

Better Things for Better Living
. . . Through Chemistry

E. I. DU PONT DE NEMOURS & COMPANY (INC.)
PETROLEUM CHEMICALS DIVISION
Wilmington 98, Delaware

District Laboratories: Wilmington, Del. / Chicago, Ill. / Tulsa, Okla. / Houston, Texas / El Monte, Calif.

District Offices: Wilmington, Del. / Chicago, Ill. / Tulsa, Okla. / Houston, Texas / Los Angeles, Calif.

A-239

Public to Be Told About Large Increase In Proven Petroleum Reserves of U. S.

NPN News Bureau

NEW YORK—Proved reserves of crude oil and natural gas reached new record-breaking levels at the end of 1949.

The American Petroleum Institute and the American Gas Assn. revealed the large growth in reserves in a joint report which is to receive wide publicity in order to better inform the public that the large amount of proved reserves enhances the internal security and strength of the U. S. Committees on reserves of both groups made the study.

The two associations are sending copies of the report to the general press, trade and allied trade press, business and financial press, editors of oil and allied industry house organs, natural gas house organs and oil trade associations. The API is trebling its distribution and will send out about 1,200 copies; the AGA over 800.

Reserves Show Large Gain

The proved reserves position for the 12-month period ending Dec. 31, 1949, was summarized as follows:

1. Crude oil and natural gas liquids (condensates, natural gasoline and liquefied petroleum gases)—estimated at 28.3 billion bbls., up 1.5 billion bbls. from 1948.

2. Natural gas—estimated at 180.3 trillion cu. ft., up 6.5 trillion cu. ft. from 1948.

Tabulation of the figures in the proven reserves report follows:

Reserves of Crude and Condensate*
1936-1945

(Figures in bbls. of 42 gals.)

Dec. 31, 1936	13,061,490,000
Dec. 31, 1937	15,567,268,000
Dec. 31, 1938	17,348,146,000
Dec. 31, 1939	18,483,012,000
Dec. 31, 1940	19,024,515,000
Dec. 31, 1941	19,589,296,000
Dec. 31, 1942	20,062,793,000
Dec. 31, 1943	20,064,152,000
Dec. 31, 1944	20,453,231,000
Dec. 31, 1945	20,826,813,000

1946 and Thereafter

	Crude Oil Only	Natural Gas Liquids
Dec. 31, 1946	20,873,560,000	3,163,219,000
Dec. 31, 1947	21,467,685,000	3,293,975,000
Dec. 31, 1948	23,280,444,000	3,540,783,000
Dec. 31, 1949	24,649,489,000	3,729,012,000

* Up to and including Dec. 31, 1945, estimated proved reserves of cycle-plant and lease condensate were included with crude oil in proven reserves figures, but not all classes of natural gas liquids were included. Beginning with the end of 1946, the figures show crude oil and natural gas liquids. Therefore, the figures for 1946, 1947, 1948 and 1949 are not comparable with prior years.

What Reserves Include

The API's Committee on Petroleum Reserves explains that proved reserves are both drilled and undrilled. The proved drilled reserves in any pool include the oil estimated to be recoverable by the production systems now in operation, whether primary or secondary, and from the area actually drilled up on the spacing pattern in vogue in that pool. The proved undrilled reserves in any pool include reserves under undrilled spacing units which are so close, and so related, to the drilled units that there is every reasonable probability that they will produce when drilled.

In new discoveries, both of new fields and of new pools in old fields, which are seldom fully developed in the first year and in fact for several years thereafter, the estimates of proved reserves necessarily represent but a part of the reserves which may ultimately be assigned to the new reservoirs discovered each year.

This means that the total of new discoveries estimated as proved in any given year is generally comparatively small, because development is usually not extensive during the first year. The total of new oil through extensions, however, is comparatively large. As knowledge of the factors affecting production and reservoir performance becomes available, and as these factors are studied, reserves in older fields can be estimated with greater precision and revised accordingly.

Warns on Production Limitations

The committee stresses the fact that its estimates of proved reserves cannot be used in measuring the rate at which these reserves can be produced without physical waste. Oil cannot be produced from the permeable rocks in which it occurs at any desired rate, because the flow of oil through the pores of the oil-bearing rocks is definitely controlled by the physical factors of the reservoir. Today's known oil can be recovered only over a period of many years and at gradually declining annual rates, and only incorrect conclusions as to the life of these reserves can be obtained by dividing these reserves by the current rate of production.

Criticizes Use of Term 'Reserves'

Along the same lines, Frederic H. Lahee, geological and research counselor, Sun Oil Co., and chairman of the API Committee on Reserves, criticized the common practice of using the term "reserves" without defining which of the numerous scopes and meanings of the term is intended.

"The habit of dividing the year-end reserves by the production of that year to obtain an idea of the number of years of remaining supply is fallacious and leads to erroneous conclusions," he warned.

To demonstrate "the absurdity of using this quotient as an index of the remaining life of our total reserves or even of our proved reserves," he cited a climb in estimated proved reserves from five billion barrels in 1921 to 23 billion bbls. in 1948, despite actual oil production during the period of over 17 billion bbls.

He urged that persons using figures or estimates of oil and gas reserves should be educated to understand:

1. That the reported proved reserves, as of any specified date, will require a great many more years for their extraction from the ground than the reserves-over-production quotient; and

2. That, at any given date, for a great many years to come, in addition to the proved reserves of that date there will be large quantities of possible reserves, some discovered and some to be discovered; and also large quantities of hypothetical reserves, many of which possible and hypothetical reserves will subsequently become proved reserves.

Mr. Lahee made these statements last week at the meeting of the Southwestern District of the American Petroleum Institute's Division of Production at Dallas.

The report of the API reserves committee listed the following production figures for 1937-49:

Actual Production*

(Figures in bbls. of 42 gals.)

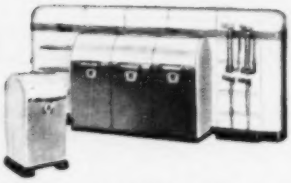
1937	1,277,664,000
1938	1,213,186,000
1939	1,264,256,000
1940	1,351,847,000
1941	1,404,182,000
1942	1,385,479,000
1943	1,502,427,000
1944	1,678,421,000
1945	1,736,717,000

1946 and Thereafter
Crude Oil Only

1946	1,736,248,000
1947	1,850,445,000
1948	2,002,448,000
1949	1,818,800,000

* Up to and including figures for Dec. 31, 1945, figures included cycle-plant and lease condensate but did not include all classes of natural gas liquids. After that date crude oil and natural gas liquids figures were separated. Therefore the figures for 1946 and thereafter are not comparable with previous years.

Alemite "Atomic" Pump with *sealed-in* air motor. Delivers more grease faster with less air consumption. Eliminates air pockets! Factory-sealed power head is *unconditionally guaranteed* to perform, as specified, for over 2 years!



Alemite "Atomic" Line of ultra modern auto lubrication equipment with sensational "Atomic" Pump! S-e-c-t-i-o-n-a-l-i-z-e-d to suit individual needs of *any* service station or garage. Ultra modern style. "Skyscraper" steel construction.

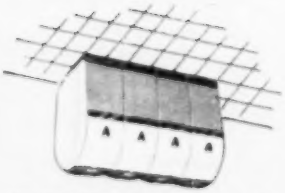
Alemite "Rocket" Line of auto service equipment. Matched portable units of top-quality, moderate price. Also features Alemite "Atomic" Pump. All-steel cabinets finished in easy-to-clean baked enamel.

Only Alemite has the World's Most Complete Line

MAKES AUTOMOTIVE LUBRICATION EASIER, FASTER, MORE PROFITABLE FOR YOU!

From a simple but revolutionary 1918 invention, Alemite has developed the world's most *complete* line of *specialized* equipment known to automotive lubrication. First, by displacing the ineffective, old grease cup, Alemite completely changed lubrication methods, and STARTED THE GREAT MODERN LUBRICATION INDUSTRY ON ITS WAY. Ever since, Alemite has researched and pioneered successively superior methods and apparatus for high and low-pressure lubrication. In the last thirty-one years Alemite has developed equipment that has made millions of dollars in profits for jobbers and dealers. Right today, Alemite brings you new means for making even greater profits with these advanced and job-tested lines of modern lubrication equipment.

GET IT FROM YOUR JOBBER



Alemite Hose Reels for floor and ceiling. Dependable, long-wearing, spring-type reels keep hoses handy and clean, yet out of the way. Lock positively at desired length. Easy, gentle re-roll. Enamel finish.

Atomic Oil Bars and Pumps. Motor Oil bars in high or low backgrounds for dispensing metered quantities of bulk oil into measures. Air-operated pumps for delivering oil from original containers either direct to hose outlets or to bar spigots.

Alemite Work Benches. Stationary or Portable. Handsome, practical work benches of heavy steel construction, equipped with tool boards, cabinets, parts' washers, and many other convenient features. Every size and style to suit your needs.

Alemite "Marshall" Line of portable auto lubrication units. Everything you need for faster, cleaner lubrication. Combines top-quality with amazing popular prices. Streamline design. Steel construction.

Alemite "Visi-Drum" Equipment makes a visual display of your own branded drums. Air or hand-operated pumps fit on original refinery drums. Bases with rugged casters clamp on bottom for complete portability.

Alemite Portable Chassis Lubricator. Pumps direct from 25, 35, or 50 lb. drums! Air operated for low-cost, high-pressure lubrication. Accurate delivery control for all types of viscous and fibrous greases.

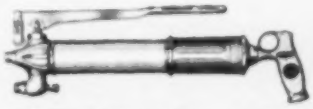
# of Lubricating Equipment

. . . it started with a 1918 invention

The original Alemite Fitting and Hand Gun that FORCED grease into bearings under high pressure.

ALEMITE

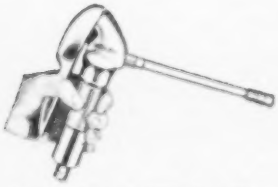
Pacemaker in Lubrication Progress



Alemite Hand Guns. The most complete line – 54 different lever, push or screw-type guns for every general or specialized use. Each designed for rapid, positive greasing and long-life service. Wide range of prices.

Genuine Alemite Fittings. Precision design with exclusive dirt-cutting edge. Permits positive wide-angle seal with Hydraulic Coupler up to 35°. Heavy steel body is hardened to resist damage.

Alemite Adapters, Couplers, and Control Valves. Angle or straight extensions for hard-to-reach fittings. Completely adjustable control valves.



Alemite "Dyn-O-Mite" Gun. New lightweight gun greases up to 55' bearings with easy, one-hand *push* action. Ideal as an auxiliary gun to crack "frozen" bearings. Quickly refilled by attaching to hose of volume bucket or any power grease gun or loader.

Alemite Underbody-Coating Equipment. Special air-operated pump *specifically designed* to spray heavy-fibre undercoating direct from original container. Non-clogging valve. Light, flexible hose.

Stewart-Warner Electronic Wheel Balancer. Balances all 4 wheels on the car or truck as part of the car – in true operating position. Does a faster, better, more profitable job. Can pay for itself in 71 jobs.

Survey Provides Guide on Main Factors Involved in Picking Station Lessees

NPN Study Reveals Various Procedures Followed by Oil Company Sales Managers In Screening Applicants as Lessees of Stations

Why do service station lessees fail? Why do they succeed? How can oil companies be sure they are choosing new men wisely?

These questions increase in importance as competition for motorists' patronage grows. Because failure at the service station point of sale represents, in effect, at least, a failure of the entire retail marketing operation, NPN has surveyed various procedures in choosing lessees in an effort to determine the different approaches used by oil companies in their constant program of selecting top-notch lessees.

The study includes methods in use by major oil company sales offices located in a large city.* This review represents the current policies of men shouldering direct responsibility for the selection of new lessees who will succeed.

By JOHN BARTON
NPN Staff Writer

The search for capable service station lessees continues to plague oil company sales managers faced with an annual average turnover of from 10 to 15%. Generally speaking, there do not seem to be enough good men to go around. For this reason sales personnel responsible for lessee operations work hard to get the best men available. They have found it is often much harder to tell why a lessee failed than to foretell his success.

Why Lessees Fail

Lack of ambition and initiative is the principal cause given by oil companies for lessee failure. Without these, a man has no spur to develop the skills leading to success. His experience in a station is a marking time, with little progress from year to year.

Pinning down the matter more specifically, companies almost unanimously report that inability or unwillingness to keep adequate books and records, and failure to apply proven principles of salesmanship are the most important *direct* causes of failure. Among the less frequent, but important, causes are poor personnel handling, poor housekeeping, unfavorable personal appearance, insecure finances, failure to keep competitive hours, and inadequate stocks.

A lessee needs many talents for success. Granting that no such thing as an ideal lessee exists, sales managers can only balance the favorable against the unfavorable, and choose the most promising man. Here is what they look for:

I—Looking over Applicants

Ambition—Most eagerly sought are lessees having a deep-rooted desire to exce'. These are the men who will work to correct faults pointed out by salesmen, who will aim at increasing business to capacity, rather than settling for making a living. Even though completely inexperienced, given time and instruction they will succeed. Therefore, companies look carefully for signs of "positive mindedness," for men who see "possibilities instead of obstacles," for men who do not say, "I want a station because it's easy work, and there's lots of money in it."

Experience—Most companies feel a man is handicapped without experience in some way related to service station work. In spite of the great importance attached to accurate records, companies do not make a background in bookkeeping or accounting a requirement—mainly because so few applicants have had such training.

The sales experience situation is more favorable. Almost all companies prefer, and many usually get, men with competitive retail selling experience, often in a field other than service station selling. A company notes that one of its biggest "success stories" was that of two men who left a successful retail milk business to take over a station in the neighborhood they had formerly worked.

As for service station experience itself, the comparatively limited number of capable applicants drawn to some offices, no matter how efficiently run, often makes this a goal rather than a requirement. Companies doing the larger volume of business in the area normally attract enough men to enable them to insist on station experience if they choose. One "prefers" men with at least six months in a station.

However, another company with a sizeable number of outlets maintains that if anything it is partial to lessees with no experience. It feels that green men have fewer bad habits, fewer "mental negatives," and more enthusiasm. The company prefers to train men in its own methods from the start. Another rates experience "not important."

Preference is shown for applicants with one or two previous full-time jobs, with men having held five or more strongly suspected of instability. Men whose first self-support came at the age of 17 or under are favored as showing evidence of self-reliance and desire to assume financial responsibility. Applicants with previous supervision of from two to six men are favored over those with no previous supervision and over those having had control over more than six men. Feeling is that the latter would not be satisfied long in service station work.

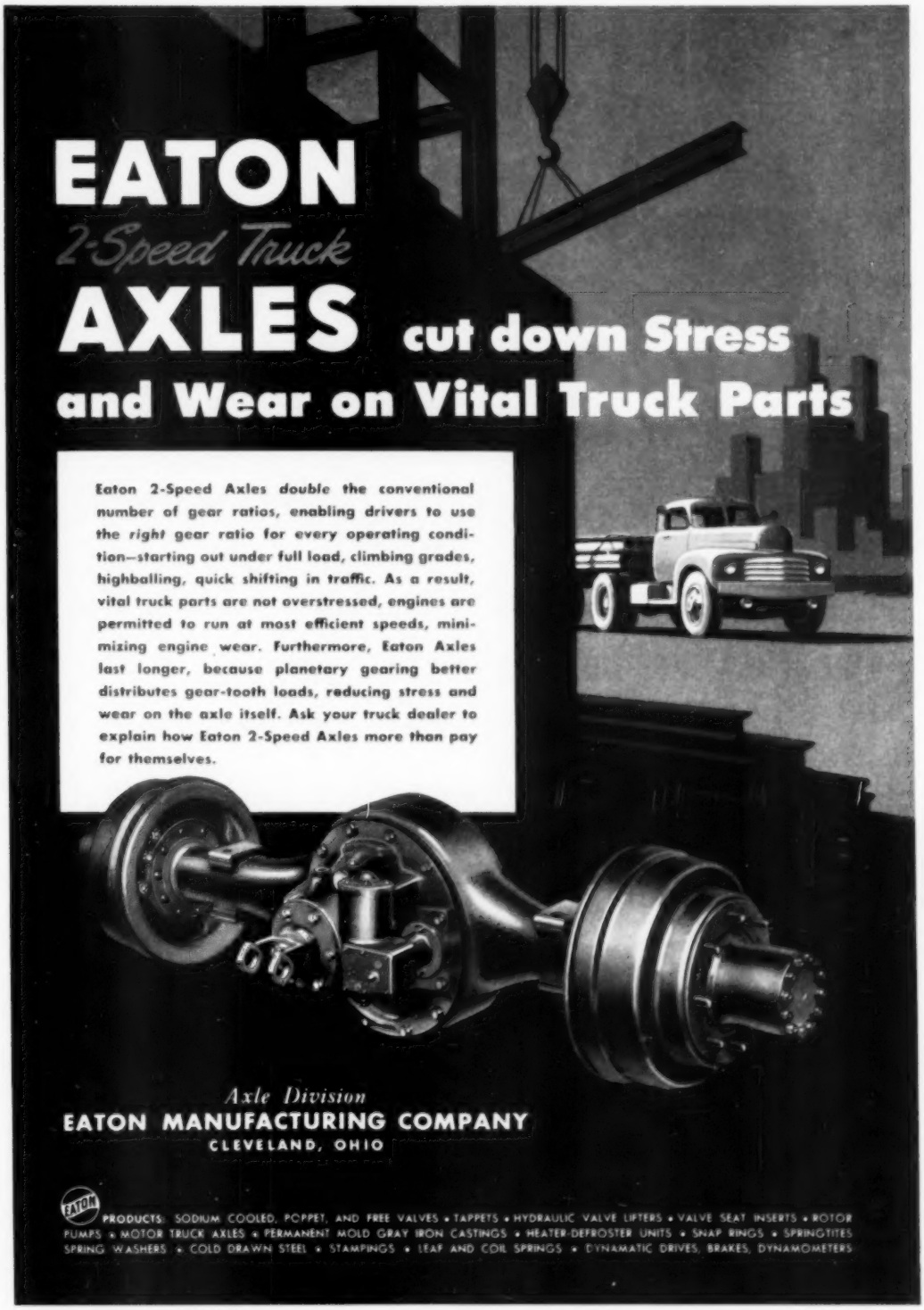
One company has found that men with mechanical experience do not generally make good housekeepers, fail to grasp the importance of courtesy and service, and seldom keep essential records.

Adaptability—Vital to selection of lessees is finding the right man for the right station. The new lessee must be adaptable to his surroundings. Companies consider nationality, color, religion, and familiarity with the neighborhood. Regardless of other merit, a company would hesitate before placing a new man in a neighborhood having a national character alien to his own.

One company has found it practicable to approach clergymen of predominant area religions for suggestions on new lessees. New men who have worked or lived in a neighborhood are usually given preference, tion in their communities' affairs.

Manner and Appearance — Sales managers look for evidence of per-

* Survey covers oil company operations of approximately 300 lessee outlets.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and Wear on Vital Truck Parts
Eaton 2-Speed Axles double the conventional number of gear ratios, enabling drivers to use the right gear ratio for every operating condition—starting out under full load, climbing grades, highballing, quick shifting in traffic. As a result, vital truck parts are not overstressed, engines are permitted to run at most efficient speeds, minimizing engine wear. Furthermore, Eaton Axles last longer, because planetary gearing better distributes gear-tooth loads, reducing stress and wear on the axle itself. Ask your truck dealer to explain how Eaton 2-Speed Axles more than pay for themselves.
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This 145-horsepower Series F-7 Ford Truck has a Gross Train Weight rating of 35,000 lbs.

"We make one extra trip per week and cut our hauling cost per tank-load"

—SAYS Wm. R. RUFFLES, Jr.
RUFFLES COMPANY, FAIRHOPE, ALABAMA

"One reason for the remarkable record of our Series F-7 Ford Truck is brought out by tachograph charts," reports Wm. R. Ruffles, Jr.

"These charts show that our Ford maintains uniform maximum efficiency. It has the ability to get up and go when necessary and to get down and pull when required. Our driver advises us that he overtakes larger tractors on long uphill pulls. As a result we've cut our cost per tank-load 3.6%."

In any line of business, *Ford Trucks do more per dollar!* They go easy on expense for gas, oil and repairs. They're strong on work output. Ford Trucks are built with big reserves of strength and power to handle big loads at low cost.

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- **SAVE GAS** with Ford Loadomatic Ignition and High Turbulence combustion chambers.
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- **SAVE ON REPAIRS** with demountable brake drums, brake inspection hole, engine-top setting of accessories, plus nationwide service from over 6,400 Ford Dealers.
- **SAVE TIME** with Ford reliability and performance. Up to 145 horsepower. Only Ford gives you a choice of V-8 or Six!

Ford Trucks Cost Less Because –

FORD TRUCKS LAST LONGER

Using latest registration data on 6,106,000 trucks, life insurance experts prove Ford Trucks last longer!

sonal cleanliness, courtesy, pleasing personality, and in general for the type of lessee who will create an immediate favorable impression on the motorist. Handsomeness is not normally a consideration.

Finances—Companies are looking for men with enough capital to start in business. They want financially solvent lessees. However it has been shown that applicants too well off sometimes are unwilling to keep competitive hours and to push business to capacity.

Companies therefore are cautious in choosing lessees whose wives are working or who hold real estate, sizeable bank and bond savings, and personal life insurance. A similar prejudice is noted against men whose previous weekly earnings have been over $80.

One sales office reports very poor success with young men who leave school and are financed in service station work by the father. Four out of five of such men started by the office have failed.

Family Life—Attention to home life of new lessees is given by all companies. All prefer married men as more stable. All look upon disturbing home influences of any kind as handicaps. Children are regarded as providing incentive to work more effectively. One company reports it is successful in getting married men 95% of the time.

Age—Three companies surveyed definitely seek lessees between the ages of 25 and 35. Feeling is that within these age limits men are mature enough to assume responsibility, but still are physically energetic enough to undertake the rigorous schedule of a full-time operator. Experience has shown that men in their early twenties generally lack stability. They want a station today, and a month later want something else.

Another company wants men 30 to 40. Still another prefers the 35-40 age group. In general the older men are preferred by companies leasing large numbers of relatively small stations. Such lessees are regarded as being able to handle men and money better, and as having been around long enough to know what puts a station over. A 55-year-old lessee is considered by one sales office to be its best operator.

Older men, however, are not preferred in leasing of fast-moving super-service stations. One fault of older men is their tendency to hire younger men to do most of the work, resulting in loss of personal contact with customers.

One sales manager feels it is foolish to set any flat age requirement. He believes that the ideal age varies with the type of station being leased. From a legal standpoint, companies rarely take on lessees under 21.

Education—No company surveyed looks for a definite education background. Most feel that high school graduates have an advantage over those whose education stopped at grammar school in being better able to follow instructions, keep books and understand company selling policies.

In addition, those with high school training, or less, normally have shown greater interest and drive than those with college attendance. A feeling toward college men is expressed by one manager who states, "A college man would be willing to apply only if he had no money, and in that case we don't want him."

However, several companies have had good success with college men, particularly during depression days, and would prefer them, other things being equal. At present, few college men apply.

Education is not of great importance in choosing lessees, although one company requires college training for advancement to sales positions.

Physical Condition—Companies are looking for men active physically, men whose past work has included standing and moving around most of the day. They shy away from men with physical handicaps, health worries, and recent serious illness. Participation in athletics is approved. The aim is to find men who will not be dissatisfied with the sometimes tough service station work. Some companies require a physical examination.

References—While all companies are interested in favorable references, not all check them carefully. Since most references picture the applicant to be the answer to the company's dreams, and time has shown this not always the case, great importance is not attached to them.

One manager has found that the greatest value in references lies not in what they say, but what they don't say. Several companies insist that at least three references be given, and check them thoroughly, usually by phone or letter.

Advancement—Oil companies are not looking for lessees interested in skyrocketing to a seat on the board of directors. Primarily they want dealers willing to stay in service station work and build up a large personal following over the years. Occasionally, lessees advance to responsible sales positions, but the practice is to place so-called executive trainees in company-operated stations.

II—Attracting Prospective Lessees

Knowing the kind of lessee wanted is not enough. The problem of attracting them remains. Companies with concentrated marketing operations doing a large volume of business in an area, usually find their leases over-applied for by good men, and can pick and choose. The same companies having scattered outlets and relatively small volume in other areas, often find it difficult to attract any applicants.

On middle ground is the company reporting a lack of qualified applicants even though its leases are over-applied for by 10 to one. Most agree that high-caliber prospects are rare. Here is how companies are meeting the problem of finding them:

Advertising—Many companies attract applicants by daily newspaper advertising under "business opportunities." The frequency of advertising depends upon lessee turnover and the number of men applying through other channels. Ads are usually of the "want ad" variety.

One office reports response was greatly improved following use of five-inch newspaper display advertising offering salaried training status to lessees. The ad stated that several stations were open, that an investment of $5,000 to $6,000 was needed, that applicants would be trained by the company sales force, and asked applicants to write giving details.

Response to the smaller ads is often poor, some going unanswered for weeks. A few companies frown upon newspaper advertising of any kind, feeling that it leads too many inexperienced men to apply, as well unsatisfactory experienced prospects. One office notes that it chooses from 7 to 10% of those answering newspaper ads.

Many men apply voluntarily, often while serving as attendants in other stations. Others are recommended by company lessees, salesmen, or other employes. Applications seem to run in cycles, with better men appearing when jobs throughout industry are scarce.

Special Programs—One company has inaugurated a program to attract lessees by hiring men as trainees for a 90-day period in which both company and prospective lessee "look each other over." Both try to arrive at a definite "destination" for the trainee, usually a station to be leased. Men accepted for training receive regular attendants' pay.

Another company, with a well-developed training program sends applicants to school without salary upon their request. A general practice is to place a green man with an experienced lessee to prepare him for taking over his own station. Practically all offices provide a variety of instructional books and pamphlets. One of these is a "dealer information" series in comic book style which treats service station problems and

means of solving them in a humorous way. Small charge for the comic book series is a bit of psychology by the company to insure careful reading.

Station grand opening financial aid is an important, if temporary, attraction. Most companies surveyed foot the bill for roughly half of opening expenses, usually applied to signs, pennants, newspaper advertising, etc.

Lessee File—All companies surveyed maintain a file of prospective lessees for reference in case of station vacancies. Some attach more importance to the file than others, with several feeling a file card is worthless 30 days after the original application, unless the prospect has renewed contact. It is assumed he has by that time found another job or lost interest. Filing information on competitors' lessees who might be willing to shift is rarely done, unless the lessee himself has approached the company.

A typical 3 x 5 in. file card is shown on p. 38.

One company making active use of the lessee file routes cards to salesmen in the area the applicant lives in or applies for. If neither residence nor location preference is useful, the card is retained in the sales office. The file is occasionally used as a source of station attendants, if operating lessees cannot otherwise find good help.

III—Handling Applicants

Having attracted enough applicants, the next job is evaluating them to choose the most promising. Here is how oil companies surveyed proceed in making their selections:

Interview—Interviewing is usually done by sales managers. In some cases salesmen help out, with their opinions counting heavily. Decisions on new men made at branch offices are nearly always final, and reference to division or general offices is usually a formality. One company makes a practice of interviewing 10 men for each station before making its selection.

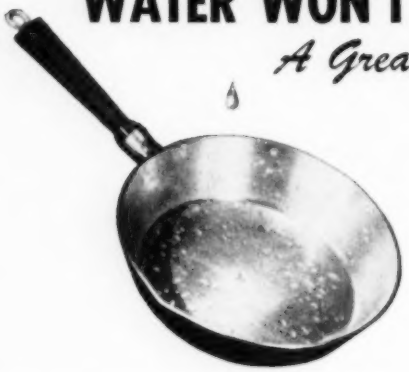
Application Blank—Basis of the interview is the application blank, which asks all the information thought necessary in judging a new man. Frequently, the interview is merely an oral discussion of questions on the blank.

One company makes a very comprehensive analysis of the form, requiring that a report be made out on each applicant. This company uses a weighted point system for grading its prospects, giving extra credit to items it considers vital to dealer success. Conversely, it debits more heavily items considered serious drawbacks. Credits and debits running from one to five are given each answer on the application blank. Plus and minus totals are then compared. Applicants with a definite "plus" rating are considered good risks, with "minus" prospects generally not selected. The system is the result of long and careful analysis of lessees before and after taking over stations, and is used in a modified form by the company in rating dealers actually operating its stations.

Application Blank—The following information is generally sought on application blanks:

1. Date, name, telephone number, address and length of time lived at address.
2. Citizenship, nationality, languages spoken, birthplace, birthplace of parents.
3. Marital status, number of dependent children, other dependents.
4. Location desired and how well known in neighborhood.
5. Weight, height, recent illness, physical disability, participation in outdoor work and athletics, willingness to take physical examination.
6. Previous employment by

WATER WON'T CLEAN
A Greasy Pan!



DON'T EXPECT IT TO CLEAN *A Greasy Windshield*

THE importance of a film-dissolving liquid glass cleaner has been vastly underrated where windshield service is concerned. This fact was clearly shown by the American Automobile Association's recent investigation of windshield cleaning methods. For lack of accurate knowledge, many motorists assume that smeared windshields are caused by the materials service stations use. While it is true that greasy rags and chamois leave smears, ordinary glass cleaners rarely add a *smear* of their own. They get the blame, however, because they frequently *don't remove* film already on the glass.

Good windshield service requires a glass cleaner able to dissolve all types of smear, including the oxidation of the glass by atmospheric conditions. Film-Fyter Glass Cleaner has no superior, as is proven by its use, either under the Film-Fyter name or their own brand name, by those oil companies which have been outstandingly successful with their windshield service programs. This is also true of Film-Fyter Chemically Treated Dublwipes, the original and most effective windshield towels ever developed.

Calwis has everything for windshield service — not only glass cleaner, towels, cabinets, and sprayers, but the know-how which goes with devoting all a company's attention to one subject. We're at your service, either directly or through distributors everywhere.

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WINDSHIELD
SERVICE
CALWIS COMPANY • Green Bay, Wis.
Marketers of Automotive Specialties

NEW fast...

C & B OIL CHANGER

Can Make Money For YOU!

LIST PRICE **$27.50**

$28.75 Denver and West

Every service station and garage owner wants at least one of these amazing new, fast, *low cost* C & B Oil Changers. What's more, he can afford to buy at this low price.

HERE IS WHAT THE C & B FAST OIL CHANGER WILL DO...

- **Gives motorist visible test-tube inspection of oil in one minute.**
- **Changes oil in less than two minutes.**
- **MAKES RETAIL OIL SALES JUMP.**
- **Pays for itself quickly.**

THESE ARE THE C & B FEATURES...

- Can be used anywhere because it needs no electricity or air.
- Clean. Convenient. Eliminates need to get under car. No pits or hoists necessary.
- Easy to use and carry. Weighs only 12 lbs. Locking handle for carrying.
- Thorough. 12 simple strokes remove all oil and sludge from average motor. Cleans oil filter chamber in seconds.
- Sturdy. Heavy 24-gauge steel container.
- Height: adjustable. Container Capacity: 20 qts.

It will pay you to investigate. Send for full information today.

CHISHOLM INDUSTRIES, INC.
109 Central Ave., Lynn, Mass.
IN CANADA BY
Chisholm Industries, Ltd., New Glasgow, N. S.

CHISHOLM INDUSTRIES, INC.
109 Central Ave., Lynn, Mass.

Not yet in stock at my jobber. Attached to my business letterhead is my check or M.O. for _____ Please ship me _____ C & B Fast Oil Changers at list price of $27.50 ($28.75 Denver and West) each by FAST PREPAID RAILWAY EXPRESS.

Name _____

Firm _____

Street _____

City & State _____

PROSPECTIVE DEALER

NAME DATE

HOME ADDRESS PHONE

SINGLE ☐ MARRIED ☐ CHILDREN

AGE

PREVIOUS EMPLOYMENT

OWNS HOME ☐ RENTS ☐ CAPITAL AVAILABLE $

AREA DESIRED EAST ☐ WEST ☐ SOUTH ☐ NO CHOICE ☐

EDUCATION GRADE SCHOOL ☐ HIGH SCHOOL ☐ COLLEGE ☐

WILL WORK AS DEALER HELPER YES ☐ NO ☐

OFFICE CONTACT BY — PHONE ☐ PERSONAL CALL ☐

REFERRED TO:

REMARKS: SEE OTHER SIDE

File card used for keeping information on prospective dealer candidates. These cards generally are not retained for over 30 days because of constant change in status of applicants

company of applicant, relatives or close friends. Social security number.

7. Civic activities, leadership, public recognition.

8. Ownership of home, car, life insurance, bond and bank savings, property or real estate. Wife's salary or other income.

9. Loans, debts, other liabilities, happy or unhappy home life.

10. Age of first self-support, number of full-time jobs held, previous weekly earnings, longest service in one job, present job status, previous supervision of employes.

11. Sales experience, products sold, personal contact with customers, indoor or outdoor work.

12. Cash available for investment and date of availability.

13. Experience in clerical or mechanical work, car repair, equipment maintenance and housekeeping.

14. References.

Credit Investigation — Standard practice of credit investigation is reference to a local credit bureau or bureaus. Several companies gather pertinent data in their own credit departments. One subscribes to the credit service of Dun & Bradstreet for its final report on a new man.

Little time is wasted on the man who has a poor credit record or who has to borrow heavily to put himself in business, regardless of his ability. Previous employers are contacted by some companies as a matter of routine, by others if doubtful circumstances warrant it. Company salesmen are often a welcome source of information on lessee credit.

To make sure a new lessee has sufficient capital, one company requires him to make a deposit on station inventory. The amount of this deposit is equal to the sales manager's estimate of inventory's value. Actual inventory is then taken. The new lessee is credited with a balance if the actual is less than the estimated inventory. He is required to make up the difference if the actual is the greater. In case the amount is considerable ($4,000-$5,000), special investigation of the lessee's credit is made to make sure a dangerous percentage is not borrowed.

Higher Natural Gas Prices Foreseen by Barnsdall Oil

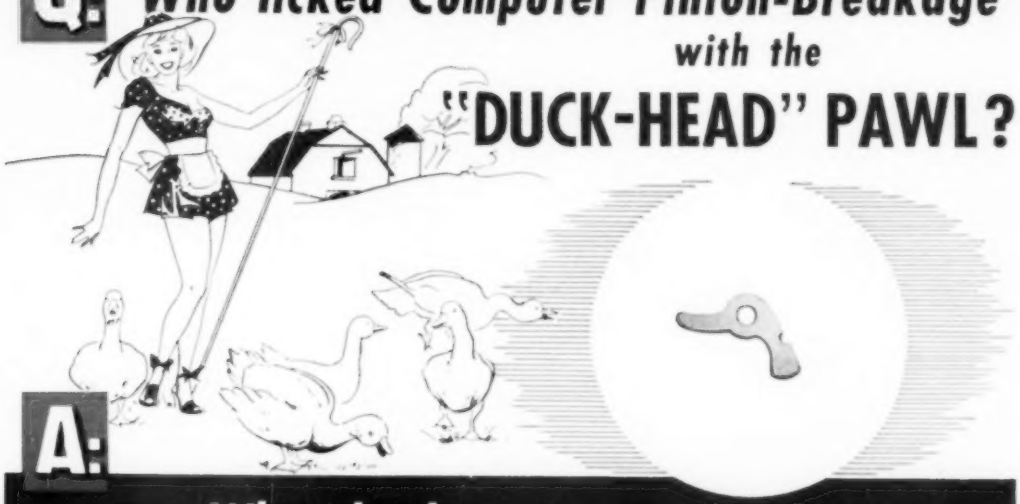
NEW YORK — Higher prices are "anticipated" by Barnsdall Oil Co. for its natural gas from pipe line purchasers in the future, company said in its annual report, asserting:

"Natural gas, as compared to liquid products, continues to be an increasingly lucrative source of revenue to the company and, because of the greatly increased demand in the industrial areas along the Atlantic Seaboard, it is anticipated that natural gas will become more valuable as the years go by. In this connection the company has been able to renegotiate higher gas sales prices with virtually all the major gas pipe line purchasers with whom it deals as well as local gas purchasers in the fields in which Barnsdall operates."

Pipe for New Canadian Line Moved to Construction Site

Interprovincial Pipe Line Co.'s 1,150-mile Edmonton to Lake Superior oil pipe line moved a step nearer completion when the first shipment of 16-in. pipe recently left Welland, Ont., for the West. The pipe was the largest ever produced in quantity in Canada, and Page-Hersey Tubes Ltd. built a new pipe mill to make it

Q: Who licked Computer Pinion-Breakage with the "DUCK-HEAD" PAWL?



A: Who else but... Veeder-Root

World's Most Experienced Makers of Counting & Computing Devices

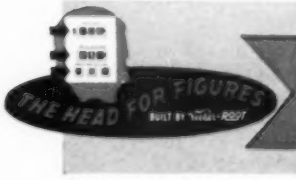
Veeder-Root's latest change in the design of the drive pawl in the famous "Head for Figures" is hardly noticeable under a casual glance . . . but what a whale of a difference it makes in computer operation!

By lengthening the beak of this pawl just a fraction of an inch, it has been made impossible for the pawl to work up into the pinion-gear if the pawl-spring should break. *So the pinion can't be broken . . . nor can any other part of the wheel.*

Yes, this change in design is just one of those "little things" . . . but it's the little things that count. And big things or little things, you can count on Veeder-Root for *everything* in the way of new improvements in computer operation.

This is No. 1 of 10 Good Reasons Why It Pays to Have ALL Computers Completely Rebuilt by the Original Builders

VEEDER-ROOT INCORPORATED, HARTFORD 2, CONN.



GENUINE FACTORY REBUILT

Veeder-Root Computer

Rebuilt with certified Veeder-Root Factory Parts including the new PERMA-VIS WHEELS

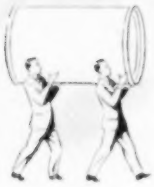
with Permanent Indented Figures

ON NEW V-R COMPUTERS THE DECAL ABOVE IS USED

ON 45 V-R REBUILT COMPUTERS THE DECAL ABOVE IS USED

Like Yourself

CROWN BELIEVES IN SERVICE!



Cans are cans, but Service is something else. Just as "Service" is the big word in the Petroleum Sales, so Service is the watchword at Crown. We aim to give you "the kind of cans you want, when you want them." Flawless manufacture and on-time deliveries. Find out more about Crown Can Service. Ask to have a Crown Sales Representative call.

CROWN CAN

One of America's Largest Can Manufacturers

Plants at Philadelphia, Chicago, Orlando. Branch Offices New York, Baltimore, Pittsburgh, St. Louis · Division of the Crown Cork & Seal Company

Skelly, Conoco, Shell Net Earnings Decline

Annual reports of Skelly Oil Co., Shell Oil Co., and Continental Oil Co. show over 30% decline in net earnings.

Continental statement said the growing availability of crude oil relative to demand may exercise increasing pressure on crude prices this year and further "moderate" price declines in refined products may be anticipated.

The report says proceeds of company's leasing or disposal of eastern marketing properties in 1949 will be used "along with other funds" to strengthen its position in Mid-Continent area.

Tabulation of company's net income and capital expenditures follows:

	1949	1948
Net Income	$36,096,800	$54,216,729
Net Per Share	$7.48	$11.24
Capital Expenditures	$52,728,547	$51,324,738

Skelly's report says benefits to the marketing department from improved manufacturing facilities "will become progressively apparent. More light products needed by the company's jobbers and distributors and more asphaltic materials demanded by the growing highway construction programs will become available as the new facilities come into full operation."

Company says construction work was completed during the year on Fluid catalytic cracker at the El Dorado refinery. "These are the first of the new facilities to be placed in operation under the enlargement and modernization program begun in 1948," the company adds.

Following figures are taken from the report:

	1949	1948
Net Income	$26,186,500	$38,914,250
Net Per Share	$26.04	$36.04
Capital Expenditures	$47,307,936	$35,903,415

In reporting a decline of 31.3% in its earnings in 1949 compared with 1948, Shell says the company was "especially affected" by reductions in crude production allowables, because product demand led it to set an all-time refinery runs record and "for every shut-in barrel of its own low-cost production it was necessary to purchase a replacement barrel at current posted prices."

Refinery runs averaged 327,000 b/d, or 3% higher than 1948 rate.

Dieselization of railroads and laying of natural gas transmission lines to major centers of population and industry, company notes, "portends a decrease in demand for heavy fuel oil and an increase in demand for light fuel oil, the latter being enhanced through the record number of installations of home heating units during the year (1949)."

Following figures were taken from Shell's report:

	1949	1948
Net Income	$78,423,000	$111,206,000
Net Per Share	$5.67	$8.27
Capital Expenditures	$93,215,000	$122,717,000

BALL-BEARING SWIVEL JOINTS FOR ALL PURPOSES

This is an unusually clean and orderly display of TBA merchandise. The cutaway space in the center of the wall shelving provides a framework for a white sidewall tire. The top of the floor unit is used for seasonal items which included, during January, a new type of sealed beam headlight; a plastic windshield scraper; Kleenex, or a similar tissue product, in a plastic holder; and a counter display of flashlights. The station is a new American Oil Co. outlet in Alexandria, Va., which is under the supervision of W. C. Connelly, division manager for American at Washington, and H. L. Welsh, division TBA marketer

TBA Men Include 12 Categories As Essential for Every Station

Summary of Oil Company Opinion Classifies Some TBA Items as 'Essential' or as 'Desirable'

By FRANK C. STURTEVANT
NPN Staff Writer

Analysis of the opinions obtained by NATIONAL PETROLEUM NEWS from 12 oil company TBA managers shows that there are 12 classifications of TBA merchandise which all agree should be carried at every service station. This is the list of unquestioned essentials:

Tires and tubes.
Valve cores and caps.
Batteries.
Battery cables.
Spark plugs.
Filter cartridges.
Lamps and sealed beam units.
Fan belts.
Radiator hose.
Radiator chemicals.
Fuses.
Wiper arms and blades.

Considered essential by nine out of the 12 TBA specialists, and desirable by the other three, are the following:

Car wax, polish and cleaning materials.
Brake fluid.
Oil filters.

Half of the TBA managers list as essential such diverse items as tire chains; flashlights; and rear view mirrors; a few of the TBA managers recommend the same three items for those dealers who can sell them.

Other TBA Items

Some other common TBA items, together with the number of men who listed them as either essential or desirable are the following:

	Essential	Desirable
Heaters		3
Seat covers	4	2
Ignition cables	5	3
Thermostats	4	3
Mufflers and tailpipes	1	2
Exhaust deflectors		2
Spotlights and fog lights	2	3
Sun glasses	3	1
Radiator and gas tank caps	2	
Friction tape	2	
Heater hose	1	
Oil filter lines	1	

Several of the TBA specialists offered suggestions for what might be called an optional group of TBA merchandise, recommended for those dealers with the right combination of capital, selling talent, space and lo-

We shock 'em... you sell 'em!

Purolator's new Spring advertising and dealer sales aids help TBA men make more money with oil filters!

Purolator gets right at the "root" of oil filter sales in this gigantic new 1950 program of advertising and dealer promotion material. A nation-wide survey of both car owners and automotive dealers indicated that motorists have to be forcefully reminded about oil filter changes both by advertising and by dealers. So we designed the '50 attack to "shock" them into action with pictures of a dirty oil filter *that could be in their car!*

Look at the big Spring ad appearing in LIFE, SATURDAY EVENING POST, and many other leading magazines. See how all the sales-aids shown below make a *complete* program that's right on the target for more Purolator sales and profits for *you!* Contact your Purolator representative now and get all set to share in this huge business!

PUROLATOR
MICRONIC OIL FILTER
"FIRST IN THE FIELD OF FILTERING"

PUROLATOR PRODUCTS INC., Newark 2, New Jersey and Toronto, Ontario, Canada

GET THESE SPRING "SALESMEN!"
Use 'em... make more money

Here's Purolator's hard-hitting lineup of Spring promotion pieces designed to bring oil filter customers to your dealers . . . and help you make more money. Be sure your dealers get 'em and use 'em!

NEW! GUIDE FOR PUROLATOR STOCKS FOR ALL SIZE DEALERS!

NEW! CUSTOMER-CATCHING DISPLAY AND STREAMER!

NEW! SALES-GETTING ENVELOPE STUFFER!

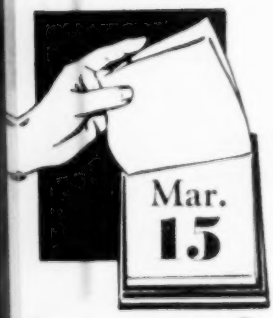
NEW! HARD-SELLING DEALER MATS AND RADIO SCRIPTS!

MEMO

March 15, 1950

To: *Purchasing Agent*
Send in Order Today
for New Butler Truck Tank

Transportation
Engineer



IT'S TIME TO ORDER YOUR

Avoid the Rush for Spring Delivery . .

Business analysts are predicting a big year in the petroleum transporting industry. It is expected that more gasoline—oil—more petroleum products will be carried over the highways than ever before. Some people predict as high as an 18% to 20% increase in the transporting of crude and petroleum products.

Get set to meet the local delivery demands of service stations, farms, construction sites, industries, etc., with new Butler Truck Tanks. Profit by their economical operation. Make extra sales on lubricating oils, greases, other products which you can carry in the extra large can and package compartments. Win new customers by the clean, smooth-skin appearance of Butler Tanks—your best "salesman on the road."

The Mark of BUTLER Better Quality

New BUTLER TRUCK TANKS

. . Be Ready for the Rush of Big Spring Sales!

Choose the tank size that best suits your needs. But we suggest that you get your orders in early while prompt delivery can still be made. Seasonal rush may slow up deliveries later on. Send for detailed information on Butler Truck Tanks. Mail coupon today.

BUTLER MANUFACTURING COMPANY

Kansas City, Mo. Galesburg, Ill. Richmond, Calif. Minneapolis, Minn.

Please send complete information on Butler Truck Tanks.

Capacity_____

Compartments needed

_____

Address Inquiries to: 7454 E. 13th Street, Kansas City 5, Mo.
954 6th Ave., S.E., Minneapolis 14, Minn.
Dept. S Shipyard No. 2, P.O. Box 1072, Richmond, Calif.

FIRM NAME _____ *BY* _____

ADDRESS _____

CITY _____ *ZONE* ____ *STATE* _____

cal demand to make it profitable for them to carry these additional items:

Floor mats.
Defroster fans.
Air cleaner elements.
Flexible fuel and oil lines.
Outboard motors.
Grill guards.
Windshield squirters.
Fuel pumps.
Carburetors.
Small ignition parts.
Wiring sets.
Shock absorbers.
Generators.
Distributors.
Household tools.
Garden tools.
Recreation goods.
Small electrical appliances.
Toys, games, books.
Films.

Although it is often emphasized that the TBA activities of service station dealers, and of the petroleum marketers who supply them, are constantly undergoing experiment and change, there is unanimous opinion on at least 12 of the TBA items, and strong majority support for three more.

In addition, some TBA men see no reason why a gasoline supplier should not include in his TBA line, and recommend for all dealers, such items as seat covers, ignition cables, shock absorbers and thermostats, even though an installation job must be included as part of the sale. Others prefer to omit these items, although conceding that many dealers sell a good volume of them and make money on them.

Feeling about other items in the long list of merchandise which can be, and often is, sold with success at service stations, can be divided into two parts. In regard to larger non-automotive goods, such as stoves, refrigerators and radios, even those who had an open mind during the period of postwar change have eliminated them from their plans.

Much the same conclusion can be drawn from comments about the smaller miscellaneous, non-automotive items. Only a small fraction of dealers have the temperament to enter into large scale merchandising in the non-automotive field. Since the object of a TBA program is to help the dealers prosper, there is no incentive for devising promotion plans in the non-automotive field.

Where trends are being carefully watched is in the field of replacement accessories for the automobile itself. There is more division of opinion here as to what the well equipped service station should handle. It is pointed out that over-emphasis on TBA sales can lead to neglect of gasoline sales, but at the same time service stations are getting larger and better equipped so that they can handle a bigger volume of both.

Whether bigger volume of TBA sales also means a greater variety of TBA merchandise appears to be the question TBA men are keeping constantly in mind.

TBA TOPICS—By Frank C. Sturtevant

Dealers Need to Know Why, As Well as How, to Sell

Mr. Sturtevant

Some service station dealers evidently believe that customers save money by trying to stretch the last mile out of every accessory on the car. Some of them are convinced, in their own mind, that a car will run just as well if the oil filter cartridge is never changed.

Others believe, with evident sincerity, that a car owner might just as well try to get 20,000 miles of service out of his spark plugs, for economy reasons.

Among them are the dealers who will also tell their customers that many front wheel bearings go 100,000 miles without lubrication. They have come to believe in encouraging service short-cuts as a means of making friends with customers. They have drifted into the notion that certain recommendations made by their gasoline suppliers are a lot of nonsense.

Dealers who have sold themselves on this viewpoint quite evidently have not absorbed the wealth of educational material presented to them on the need for many of the TBA items and services they offer. While this could be the result of weak, lukewarm, or loosely organized TBA programs, it is more probable that a change of pitch is due.

As a suggestion, perhaps too much emphasis has been placed on telling the dealer how he can sell this or that item or service, and not enough time spent on explaining reasons why the item or service is needed. It has become traditional among promotion and advertising men, and among sales executives, to angle every sales presentation at the dealer's pocketbook. "Stress the profit motive" is the advice marketing men in the oil indus-

Tire Men Look Over 'Old Timer'

One of the early day Pennsylvania Rubber Co. tires with the old vacuum cup tread formed an item of interest at the recent annual sales meeting held by the Pennsylvania organization at company headquarters in Mansfield, Ohio. Left to right: Edward Duffy, general sales manager for Pennsylvania, who presented the 1950 sales plan to the gathering; Robert Baumgardner; and J. A. Farnell, of Pennsylvania Rubber's southern division office

68,019,279 Farm and City Readers Will See This Display

A Symphony in "F" Style Cans

Continental "F" Style cans can help you strike a high note in packaging petroleum products.

Their first rate lithography adds sales appeal—makes your brand stand out against competition. And, of course, your product is well protected when it's shipped in a Continental "F" Style can.

These rugged, attractive cans are available in practically every size you could want: 4 oz. (spout top), ½-pint, pint, quart, ½-gallon and gallon. Why not check with Continental today and get the complete story on our "F" Style cans?

Continental also makes steel containers that are tops for bulk shipments of petroleum products. They include:

CONTAINER	SUGGESTED USE
Closed Head Drums	Industrial Oils
Open Head Pails	Greases
Utility Can	Motor Oils
50 or 65 lb. Flaring Pails	Tar and Pitch
Small Flaring Pails	Industrial Greases

CONTINENTAL CAN COMPANY

Eastern Division: 122 E. 42nd St., New York 17 Central Division: 135 So. La Salle St., Chicago 3 Pacific Division: Russ Building, San Francisco 4

try, and all other lines too, consistently give each other.

It has become the fashion to deride the man who dwells too long on technical details. Anyone who has been around marketing men even a short while hears the statement that dealers can't be sold with engineering facts, because they are only interested in profits.

The logic is perfect, but perhaps we have overdone it. Maybe we could relax the rule about mentioning the cash register in every sales talk, and feature instead some reasons why spark plugs, tires, shock absorbers, oil filters and the rest of the TBA line are a money saving investment for the car owner.

It might even be a good idea to go clear back to fundamentals, and talk about the automobile itself—what it is, and what it does for the car owner. It seems that no one lately has stressed the obvious points that people who drive cars are not engaged in some kind of efficiency competition with a prize for the lowest annual maintenance cost; on the contrary the car owner is primarily interested in the fewest interruptions to continuous car operation; and that prompt TBA replacements keep a car in service, and usually result in low maintenance cost after all.

Most important, it seems that it is time to recognize and bring out into the open, the fact that some dealers think they are "on the customer's side" when they try to have him put off needed TBA replacements. Such an attitude implies that there is some kind of a contest under way with the customer on one side and the gasoline supplier and the TBA manufacturer on the other side.

Dealers often harbor these thoughts without expressing them. They go to dealer meetings, or listen to supplier representatives, and are outwardly sold while remaining inwardly unconvinced.

Let's consider two things: Inviting dealers to unburden their private doubts; and getting across the idea that we are all "on the customer's side."

We want the customer to get back, at the very least, a full dollar's worth of good out of every TBA dollar he spends, and every gasoline and lube dollar as well.

Nylon Truck Tires

Du Pont tells in a recent booklet about the money saving characteristics of nylon truck tires. Greater resistance to heat and flexing are said to make blowouts and flex breaks almost nonexistent. Time wasting road failures are avoided, says Du Pont, and more recaps are possible. In off the road service where tread and sidewall cuts tend to expose carcass fabric nylon is said to have

Read what these experts have to say about . . .

TBA

. . . And How to Sell It.

More than twenty practical know-how articles, all reprinted from National Petroleum News, dealing with these phases of TBA merchandising:

- . . . Choice of Merchandise
- . . . Operating Techniques
- . . . Display and Merchandising
- . . . Training for Sales

$1.00 per copy

(Ohio purchasers please add 3% sales tax.)

Quantity discount allowed on purchases of more than 25 copies. Write for quotation.

Send your orders to:

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Mgr., TBA Sales
Atlantic Refining Co.

Glenn L. Werly
Mgr., Retail Merch. Dept.
Socony-Vacuum Oil Co.

Frank C. Sturtevant
TBA Editor
National Petroleum News

John K. Howe
Mgr., TBA Department
Skelly Oil Co.

G. L. Switzer
Mgr., Retail Department
Shell Oil Co.

greater resistance to moisture deterioration.

In a question and answer section, the "growth" common to all tires in service is said to take place early in nylon tires, but to be no greater than the growth eventually reached by other tires. "If nylon tires of the proper specification are always mounted together (good practice with any type or brand of tire) and proper spacing rings are used, growth is no problem."

Toilet Paper Oil Filter

An oil filter adapter which uses a "10c filter refill" consisting of a roll of toilet paper was exhibited at the Chicago Automobile Show (Feb. 18-26). The adapter is made by Retlif Corp. of Los Angeles, and is claimed to convert any oil filters on the market. William S. Miller, sales manager, says company has tentative plans for putting out its own paper refill, and offering it with the adapter to service stations.

Floor Mat, Pedal Pad Display

Standard of Kentucky is telling dealers about the advantages of using a special service station wire display rack for boosting sales of floor mats and pedal pads. The racks are designed to hold an assortment of carton-packed pads and mats, with space for illustrated point-of-sale advertising material.

Also, to be sure its dealers don't overlook the Atlas consumer advertising campaign, which will run again this year, Standard of Kentucky is outlining the schedule for them now, and will send them color reprints for window display as the ads appear.

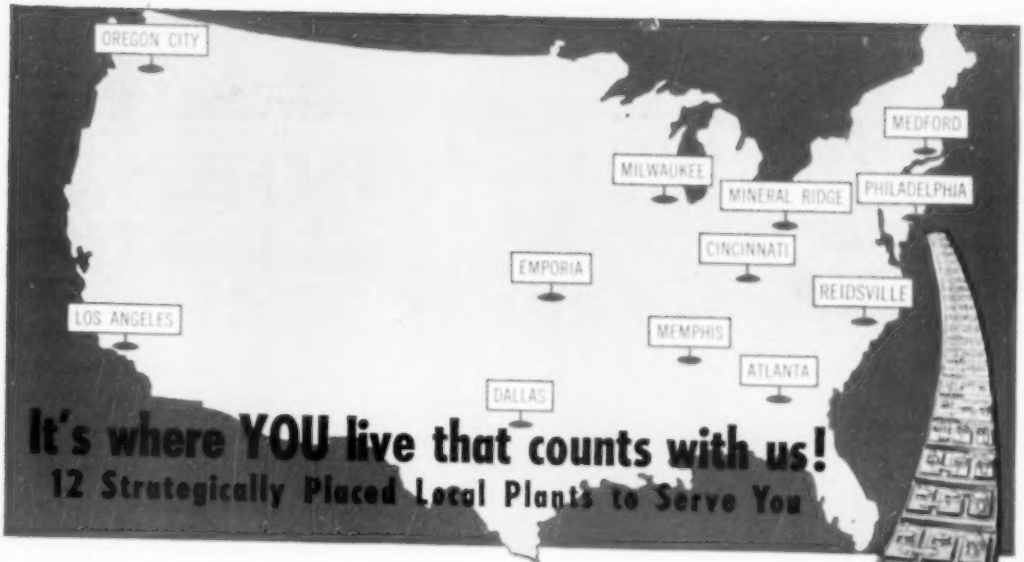
TBA Meeting Date Set

The national Oil Industry TBA convention will be held in Chicago December 4-5, at the Edgewater Beach Hotel, according to Arthur N. Haenggi, national chairman, and TBA manager of Cities Service Oil Co., Chicago.

Dealer Inducements

The TBA department at Standard of Ohio is a strong believer in the merchandise slogan: "You can't do business from an empty wagon" and

This is the interior of a special TBA truck operated by the Wasatch Northern Oil Co., an oil jobber in Ogden, Utah. In a trade area of five counties around Ogden, the truck makes regular weekly calls on 35 dealers, plus occasional visits to other outlets. Robert Manning (left), TBA salesman for Wasatch Northern, is shown here taking Dean Moser, a station manager, inside the traveling TBA stockroom. Immediate deliveries are made from the $1,200 stock of small items. No tires or batteries are carried because of the large space required, but battery and tire stocks are checked on each call, and orders delivered by regular truck, usually the following day. Mr. Manning also spends about one hour per week per dealer setting up displays, and counseling on all phases of service station operation. Wasatch Northern handles Phillips petroleum products



It's where YOU live that counts with us!

12 Strategically Placed Local Plants to Serve You

Lower Freight Costs . . . Faster Service

Quick, economical delivery from factories conveniently near you, uniformity of production at all plants, world-wide reputation for product performance and dependability . . . these are Globe-Union advantages that help make your selling job easier.

GLOBE·UNION BATTERIES

Custom built for mass distribution

SPINNING POWER

GLOBE-UNION

SPLIT-SECOND STARTING

GLOBE-UNION INC.

MILWAUKEE 1, WISCONSIN

Atlanta, Ga. • Cincinnati, Ohio • Dallas, Texas
Los Angeles, Calif. • Medford, Mass. • Memphis, Tenn.
Oregon City, Ore. • Philadelphia, Pa. • Emporia, Kan.
Mineral Ridge, Ohio • Reidsville, N. C.

offers dealers special inducements to build up their TBA inventories in advance of the spring selling season. Dealers who place orders above a specified size, within certain time limits get merchandise premiums and extended credit.

Salesmanship Missing

Featured in a recent issue of Gulf's dealer publication, *Gulf News*, is part of an article which has attracted much comment since it appeared in the September, 1949, issue of *Fortune*. The story narrates a shopping tour of several kinds of retail outlets, including service stations.

Of 15 service stations visited none suggested that the customer get his tank filled. Efforts to buy tires met not only lack of enthusiasm, but actual opposition. Some dealers seemed bent on inducing the customer to save his money. Some dealers displayed open and complete disbelief in the superior features of the better quality merchandise they offered for sale.

In all kinds of outlets the author noted a wealth of impressive display material, all doing an effective job of making a favorable impression on the customer. Only the final selling step was missing. Even those few dealers who were willing to put forth a reasonably good sales argument for their particular brand of tires, seemed ignorant of how to close a deal once they got the prospect warmed up.

As an introduction to the article Gulf quotes statistics to illustrate the unlimited opportunities for extra sales of both TBA and petroleum products and services. "For instance if you pump 300 gallons of gas a day," the editor states, "statistics show that 40 cars stop at the pump island. Of these 40 cars, most can take more gasoline than they ask for; four need an oil change; 10 need make-up oil; four need a Gulflex job; one needs a new tire and tube—and that's only the start! Are your salesmen taking advantage of these opportunities? Are you selling? With the Spring Changeover Season just around the corner, it's a good time for all of us to pause and take inventory . . . and to do something about it!"

Shock Absorber Rack

A special deal for service stations is this new Monroe Shock Absorber Tote Rack Display, holding ten shock absorbers with necessary bushings. This assortment, says Monroe, will allow the dealer to service all the popular makes of cars including Chevrolet, Ford, Plymouth, Dodge, Chrysler, Studebaker, Packard and Willys.

The light weight of the rack and its eye appeal, states the manufacturer, make it ideal for display purposes in service stations, on the pump

island, or in the display window. With an investment of less than $35 a dealer can begin to cash in on this attractive and growing market, according to Monroe. Free complete sales literature and point-of-sale material are included in the package deal.

Battery Prices Drop

An average 9% reduction in the price of Exide automotive replacement batteries went into effect last month. On a typical popular type the manufacturer cites as an example a drop from $19.95 to $17.95. The Exide cut follows price reductions of about the same extent by other battery manufacturers during recent months.

TBA Responsibility Changed

Gulf Oil's TBA marketing will no longer be handled through its subsidiary, Gulf Tire & Supply Co. Instead, TBA sales are now a responsibility of Gulf's domestic marketing department, which has been undergoing a number of organizational changes starting early last year. C. M. Gile is vice president in charge of domestic marketing.

Mr. Frizzell

L. W. Frizzell, formerly sales manager for Gulf Tire & Supply Co., has been placed in charge of TBA sales, reporting directly to H. G. Meador, vice president in charge of divisional sales under the new organization plan. Mr. Frizzell has been with Gulf since 1934, starting as TBA manager in the Toledo Division. His previous business associations were with several of the rubber companies in Akron and as an automobile dealer in Mansfield, Ohio.

Gulf Tire & Supply Co., under William C. Eaton, president, in the future will be concerned primarily with supply planning and procurement. Mr. Eaton will be responsible for the execution of contracts with suppliers and the scheduling of primary movements of TBA products from suppliers to established central distribution centers.

Shock Absorber Assortment

A new, special service station assortment of Houdaille direct-action shock absorbers is now available put up in a counter display carton. Included with the assortment at no cost are a complete Houdaille catalog, window streamers, display cards, window decal and check cards.

The carton contains 12 matched units, with bushings, which the man-

ufacturer says will permit a dealer to take care of late model Fords and Chevrolets, as well as all Plymouths, Dodges, De Sotos and Chryslers built from 1938.

The cost to the dealer is $39.30, and sale of the three complete installations represented by the initial stock should net the dealer $37.20 or almost 100% on his investment, manufacturer states. This new service station assortment may be all the inventory needed at many smaller stations, in the opinion of the manufacturer, who claims that where the carton has been put on display in test stations, direct sales were immediate and results were far better than expected.

Features Photographs of TBA

Pan-Am Southern published a full page of TBA product photographs on the front cover of the first 1950 issue of its dealer and distributor magazine. A slogan head says: "Stock these items . . . Give 'em display . . . Earn extra dollers . . . every

HOOD

TBA TIPS

IT TAKES STRENGTH AND EXPERIENCE . . . to do a big job right. Today, marketing TBA through petroleum outlets is a big job; it's big business! A recent survey of 1,500 oil jobbers showed that in 1948 almost $84,000,000 in TBA volume moved through them; or *46% of their total business other than gasoline.*

Hood offers long experience in petroleum outlet TBA marketing; experience that dates back to the pioneering days. Today, Hood is set up especially for this type of business. The Hood *Oil Company Division* is a separate merchandising department with service to oil companies its special purpose.

The Hood Oil Company Division serves you with a complete line of tires and tubes; a brand nationally accepted and competitive with even the largest oil company tire lines.

Accessories? Again a complete line — including radiator and heater hose, tire and tube repair materials, fan belts and other "natural" items for your outlets.

Hood offers you protected territories — the business your stations build is their own! Hood's Sales Training and Point of Sale aids help them build their business.

WRITE for complete details now — there is no obligation. Address Dept. NH-2, Hood Rubber Company, Oil Company Division, Akron, Ohio.

RELIANCE OIL CO

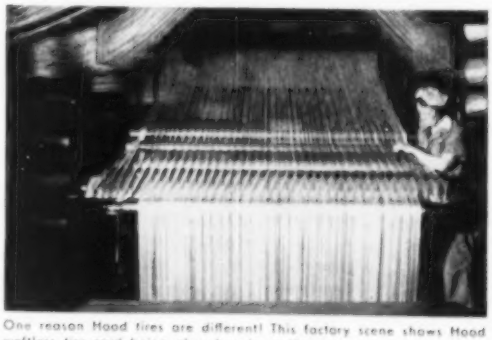
SKELLY

TIME ETHYL GASOLINE

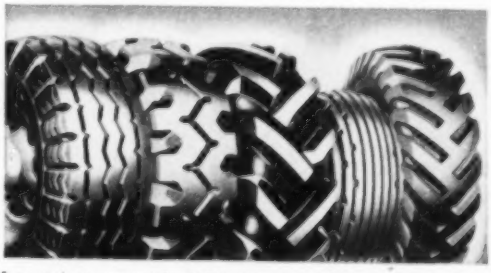
DOUGLAS GASOLINE

NORTHWEST OIL COMPANY

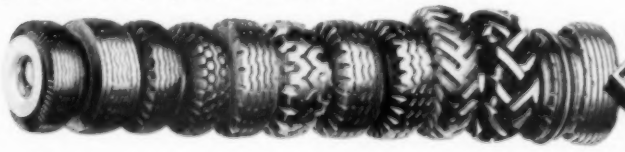
We're proud of the company we keep — prouder still of their success with Hood TBA. Check with any of our customers — learn how Hood's Oil Company Division works with them to market tires the oil company way!



One reason Hood tires are different! This factory scene shows Hood weftless tire cord being placed under uniform tension prior to being made into plies — this means uniform strength, balanced strength to combat road shock, gives extra, safe mileage and economy!



Everyone's a prospect for Hood. Here's one line that's really complete with tires and tubes for cars, trucks, buses, farm tractors, farm implements and off-the-road equipment.



HOOD

TBA LEADS THE WAY!

A DIVISION OF THE B. F. GOODRICH COMPANY

day." Story on the inside forecasts a good year for TBA sales, and emphasizes that the force of public demand requires a full stock of TBA merchandise at service stations.

The Pan-Am TBA line consists of nationally advertised brands of merchandise with the exception of one unusual item, a frozen food cabinet.

Dealers Given TBA Statistics

Hancock Oil Co. of California thought it wise to pass on to its dealers a few highlights from the last Oil Industry TBA convention. Dealers are informed in a recent bulletin of estimates made at the convention of the constantly rising trend in TBA volume at service stations. Quoted are statements to the effect that 40% of replacement tires and 45% of replacement batteries are now sold by service stations, and that these percentages will increase by another 10% in 1950.

Also quoted were comments by a convention speaker on growing TBA market resulting from the increase in number and in average mileage of automobiles, trucks and busses to keep pace with our higher standard of living.

MAKE UP A DEAL WITH—

Speedy Greezer Hot Shot

and *boost* your grease sales!

No hose to restrict freedom of movement! Allows quick, multiple lubrication of fittings. Equipped with 6-ounce Little Fella Gun and 15-ounce Big Fella Gun. Also handles standard farm guns!

Speedy Greezer Hot Shot is a new "Pi" Promotion—a new version of the famous Speedy Greezer.

It gives your customers their fastest, most satisfactory greasing jobs. Offer Speedy Greezer Hot Shot in a grease deal *now. Write for Full Information.*

RETAIL PRICE $19.80

SPEEDY GREEZER HOT SHOT fits all standard 25, 35, 40 and 50-lb. original containers. Develops all the pressure needed. Handles all types lubricants commonly used. Price includes Little Fella and Big Fella Guns.

PRODUCTION INDUSTRIES, INC.
Disney-at-the-Park • Cincinnati 9, Ohio

Alumina Oil Filter Not Practical Yet Because Of Effect on Additives

By NPN Staff Writer

In January an Aluminum Co. of America engineer reported to the press that he had developed an oil treating device for application in the automotive field for the removal of contaminants in motor oil (see Jan. 18 NPN, p. 16).

Reports at that time indicated the activated alumina oil filter would eliminate the need for oil changes since the filter would strip acid and other contaminants from the oil.

Further inquiry by NATIONAL PETROLEUM NEWS among oil companies, manufacturers of oil filters and lube oil men showed that the alumina filter tests so far have been made on straight mineral oil and that the filter will strip a motor oil of its additives also. Consensus was that on the basis of present tests, the practicability of the new filter has not yet been proven and further tests are being made by oil companies and oil filter people.

As a result of NPN inquiry, the first report has been received on preliminary findings and opinions of an oil filter manufacturer—Purolator Products, Inc.

Used in Laboratory

A report by J. P. Kovacs, Purolator vice president in charge of engineering, states in part:

"This material (activated alumina) is not exactly new to us in so much as we have in the past used it as a dessicant in laboratory usage. We have definitely believed it to be a material very similar to activated clays, fullers earth, etc. It is a generally known fact in the filtration industry that the usage of materials of this kind will remove all of the additives from modern motor oils. However, in an effort to definitely prove this fact, we are planning to conduct some experiments in connection with the exact type of material with which Mr. (J. E.) Housley (of Aluminum Co. of America) has conducted his experiments. We are familiar with the work performed by Mr. Housley and expect that some time in the near future we will arrange a conference with the Alcoa technical people to further discuss this matter.

"We are conducting our development work and tests with the form

of activated alumina which we have been able to obtain from a local chemical house."

Mr. Kovacs adds that Purolator has discussed the filter with Aluminum Co. representatives during which it was made evident that news releases concerning the filter were premature and inconclusive. It also is understood that Alcoa's research department will conduct more adequate tests to determine the practicability of the new filter. Upon completion of this work, an official company announcement regarding the filter may be forthcoming.

In this respect, Alcoa representatives, when contacted by NPN, indicated that the original news release on the filter carried by the daily press was not considered an official release of information.

Mr. Kovacs' report goes on to say:

Preliminary Tests Made

"We have conducted some preliminary tests. The material itself is highly abrasive, which, when in the lubrication system of the engine, could readily destroy same. (Ed. Note: Alcoa's view on this is summed up by the statement of one of its representatives who says, "Do not use this material with additive or detergent type oils and should be used in conjunction with a straight mineral oil.")

"I believe," says Mr. Kovacs, "that it (activated alumina) definitely will have a tendency to remove additives and detergents, which, in itself, will make modern motor oils practically the same as they were many years ago. It is a known fact that there are many engines today specially made with high speed, high output, and high compression characteristics, which require additive type oils. Without same, ring sticking, coking up with carbon, etc., will be obtained. This, of course, is a condition which is untenable, and we have every reason to believe it will be of extreme detriment in the operation of motor vehicles.

"We cannot stress too much at this point one known fact, which is that oils have a definite life, dependent upon the service application and the type of oil used. This life can best be measured by a period of time that the additives will remain effective within the oils. It is known that actual working of the oil will, in time, drive off additives and make them ineffective. For this reason, it is doubtful that anyone dare make the statement that an oil could be used forever without a change. Likewise, the addition of a material which would remove all of the additives from the oil in no period of time at all, would decrease the life of a motor oil.

"It has been our practice in the past and at present, and we feel will remain so in the future, not to make recommendations regarding the stability, effectiveness, etc., of other people's products. We will gladly do so on products which we manufacture ourselves. Our present position in the filtration industry is such that we keep the motor oil as free of abrasives and harmful contaminants as possible for the effective life of the oil.

"We believe any recommendations as regards the oil change periods, etc., is something that should be worked out by the oil people in conjunction with the engine manufacturers. We are, as a matter of fact, looking forward to the day when, on most passenger car engines of the high compression, high output type, it is expected that a definite oil change period regarding miles or hours of operation will be recommended and that filter element change periods will be recommended at the same time."

Star Performers mean a sure hit!

There's one way you can be certain of a hit performance every time—rely on an *all-star* cast! In your business too, the public buys *known* performance—the products that have proven superiority. That's why your choice in cooling system products should bear the famous WARNER name.

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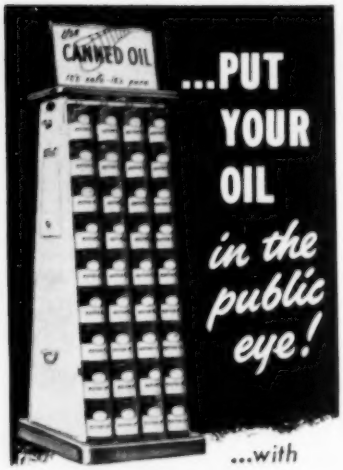

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Experiments Show Special Trucks, Stations Best Farm TBA Outlets

More Income Can Be Realized by Tank Truck Driver Concentrating Efforts on Selling Oil Products

By LEONARD CASTLE
NPN Staff Writer

Service stations or special TBA trucks rather than tank trucks are the proper channel for distribution of TBA products to farmers in the opinion of some major oil companies marketing extensively in rural areas. They have concluded it is economically unsound for tank truck drivers to attempt to sell TBA items to farmers.

Exhaustive studies conducted over a period of several years indicate that the tank truck driver can make greater profits for himself and his jobber or company by concentrating exclusively on the sale of petroleum products, leaving TBA to the service station dealer. The studies showed that whatever profit was gained by TBA sales from the tank truck was more than offset by loss of valuable time in the marketing of petroleum products.

Difficulties in Farm TBA

These are the main reasons why selling TBA from farm tank trucks is unprofitable:

1. The tank truck driver, working on a per gal. commission, can make more money by a fast and steady turnover of petroleum products than by taking the time to sell, deliver and install TBA items.

2. There is a serious problem of what to do about installations of TBA. It takes considerable time and special equipment to install tires and batteries. And a certain amount of time is required even for such easily installed items as spark plugs, fan belts, cables, radiator hose and light bulbs. To complicate the problem further very few tank wagon drivers are trained to make proper installations.

3. There is the problem of where to start and where to stop in deciding what TBA items should be carried. Tires and batteries are considered too bulky. Light bulbs are a small, compact accessory that presumably could be carried without too much trouble on the tank truck. But, as one of the studies pointed out, Buicks use something like 15 different bulbs and that's just one make of car.

4. A tank truck driver selling TBA would be competing with the jobber's or company's dealers and this would create dissatisfaction among the dealers. This competition would be heightened if the driver tried to eliminate the necessity of installing TBA by offering the farmer a lower price for the article if he would do the installation himself.

Experiments Tried

One of the companies studying the problem equipped five farm tank trucks to carry a limited amount of TBA and sent them out into widely diverse farm territories. Special compartments were built on the fender skirts and back end of the truck, and holddown clamps were provided to keep items from bouncing. In addition to a regular line of petroleum products, the trucks carried a general line of specialties, including penetrating oils, insecticides, upper cylinder lubes and radiator flushes.

After operating the special trucks for more than a year the company discarded the idea of trying to sell TBA from the farm routes. It found that sales from the trucks were relatively small and the cost was too high in comparison with the return to be profitable.

Installation Presents Problems

Previously the company had tried selling tires and batteries from the tank trucks, but determined this was not practical. The big tire profit in rural areas comes from tractor tires, but because of their enormous size and weight it is virtually impossible to equip a tank truck to carry them. If a driver does sell a set of tractor tires, the farmer expects him or someone from his company to install them. This requires heavy, cumbersome equipment which the driver

would have to carry on the truck. The equipment includes large wrenches, tire filling equipment and the fill compound (calcium chloride mixed with water), a heavy maul, heavy duty tire irons and a large jack. If the driver doesn't do the installation himself, someone else must make a special trip to the country to do the job. The company's attitude is that it would be much more practical for one of its dealers to make the sale and, already being equipped to do the job, perform the installation.

As for batteries, the company found that freqently they are cracked on the rough country roads that many tank trucks must traverse. Those which don't crack gather dust and dirt and soon lose their "new" look, which is an important marketing factor. In many states wet country roads are posted to protect them from excessive loads, and when this happens about all the driver can carry is his regular petroleum products. This means that at frequent intervals he'd have to abandon temporarily any heavy TBA.

The companies making the studies agreed that it appears impossible to design a truck that can carry both petroleum products and TBA in amounts large enough to be profitable. If tank trucks are made much larger than they are now they'd have great difficulty traveling on narrow, winding country roads. Unless they are made larger, there isn't room for very much TBA without reducing the capacity for petroleum products. Storage space can be built along the sides and back but at best this will provide for only a limited amount of smaller TBA items which need large volume sales to be profitable.

Three times in recent years one of the companies instituted incentive programs in an effort to interest its drivers in selling TBA. All the programs "flopped dismally." The drivers are "white product men" making 1.5c to 2.5c per gal. on the gasoline, kerosine and tractor fuel they sell and couldn't be convinced that their profits wouldn't decline if they took time away from petroleum sales to try to market TBA.

All of the company's tank trucks carry a "reasonable" stock of farm greases. But even with these the usual practice is for the driver to take orders ahead of time for delivery at a later date. He is prepared, however, to fill on-the-spot orders if necessary.

This company finally decided that the only feasible way to market TBA in rural areas is with a special pick-up truck manned by a driver who is concerned exclusively with TBA sales. These trucks are operated only by the large agencies, as the company determined there must be a high potential for the plan to be profitable. The pickup truck, carrying a limited number of tires, batteries and fast-moving accessories, covers three, four or five regular tank truck routes. Usually the TBA driver will receive tips from the company's tank wagon drivers as to prospective customers. Sometimes, in such cases, the tank wagon drivers get a small commission on TBA sales resulting from their tips. But all the actual selling is done by the TBA man, and he is trained and equipped to make the installations.

Another major company, after studying and experimenting with the problem of TBA sales from farm trucks over a period of years, decided that the only profitable method of marketing TBA in the country would be from a specially designed panel truck.

What Merchandise to Carry

One of the big problems — aside from that of installing the TBA — was trying to decide what TBA items should be carried. For example, this company lists 22 types

Double Safety...

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RUNNING BOARDS AND BRAKE STEPS

NON-SLIP—Twisted cross bars and serrated bearing bars are electroforged into one rugged unit for the extra traction that means a firm grip on shoe soles and safe, sure footing in any weather.

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KITCHEN SCOOP
Comes in a variety of attractive colors. Big useful size — ½ cup!

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In bright flashy shades and soft pastels. Capacities embossed on handles.

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Made in one piece of new type flexible plastic material—weighs only ¼ oz. Six inches long. In a fine range of standard colors.

These popular, plastic premiums are offered in either individual or set packaging. You'll be amazed at the *very low* prices! Write today for samples and price details!

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QUALITY BUILT
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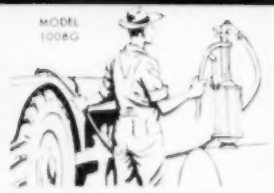
SKID TANK PUMP

The fast acting, easy to operate, 10 gallon-per-minute capacity hand pump that

STANDS UP UNDER ALL CONDITIONS OF SERVICE



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Makers of Bennett Gasoline Pumps; Eco Tire-flators, Islander Air-water Units; Bennett Highboy Lube-oil Dispensers and Bennett Hand Transfer Pumps for petroleum distillates and lubricants, and alcohol

of spark plugs in a limited line. The demand for many of the 22 would be small. Should the driver carry all 22 or only the most popular? Three different kinds of spark plugs are needed to take care of the average farmer, but which three would it be on any given farm?

The same problem is true of light bulbs. Should the driver try to carry a bulb for every contingency, or merely a limited number of the most popular types and sizes? Even a simple item like brake fluid presents its problems. It is packaged in pints, quarts and gallons, with a price saving as the size gets larger. Should the driver attempt to carry all three sizes or just one? It would simplify his loading problem to carry only one size, but which should it be—pint, quart or gallon?

This company studied the idea of having its tank truck drivers sell TBA for delivery at a later date, either by themselves or pickup trucks. But the plan was abandoned, because it was decided that in too many instances if a driver doesn't have the merchandise on the truck he wouldn't be able to sell it. Too many farmers, it was decided, like to have a selection from which to make their choice, and they like to see what they are buying.

Three years ago this company outfitted two specially designed farm service TBA trucks on an experimental basis and sent them into rural areas to determine whether such an operation would be profitable. The trucks were equipped to make motor tuneups and tire repairs and carried a line of simple, common accessories. After two years of trial, during which they always lost money, the trucks were recalled and the experiment abandoned.

No Profit Shown

The driver-mechanics with their special equipment made farm machinery run like new, but they never showed a profit. The driver of one of the trucks—who was described as a capable employe—worked on a straight salary and never came close to showing a profit. The driver of the second truck worked on a commission, and he came closer to producing a profit than the other but still never got out of the red. One reason the trucks proved unprofitable was that they couldn't carry enough parts for repairing the farm machinery. On virtually every job they had to run back into town for the proper parts, and this killed off any profit they might have shown. These trucks carried no petroleum products.

This company wound up its survey deciding there were two items its tank wagon drivers should carry—canned spot remover and upper cylinder lube. Both of them are small, easy to handle and present no installation problem, and both are petroleum products. The company is thinking about adding a third item, antifreeze, but still isn't convinced that this should be done.

Dutch Refiner Outlives Two Wars, Occupation

The story of the struggles of a small Dutch refinery to stay in business during a stormy 40-year period is told in a brochure published recently by Nederlandsche Raffinaderij van Petroleumproducten.

Beginning as a pharmacy in Haarlem, Holland, where in 1908 its founder, the late L. Schoorl, began the manufacture of petrolatum on a small scale, the company weathered two world wars and Nazi occupation to achieve the success it enjoys in 1950.

Today owned by L. Schoorl, son of the founder, the company has the following officers: P. Mooyman, office manager; A. de Stoubendorff, head of laboratories; E. Nolet, refinery manager; and S. K. Wiersma, in charge of refinery construction and maintenance.

First Plant Is Shed

The original refinery building was a corrugated shed serving as a pilot plant making medicinal petrolatum. Operation was soon expanded to include manufacture of bases for shoe and furniture polish, and cheesewax, used in coating the famous Dutch cheese. With the construction of a new refinery in 1913, the company expanded the number of its products. Spindle oil, residuals, paraffins, refined lubricating oils and cosmetic base were then produced.

During the recovery years following World War I, the company gradually expanded its facilities, building a small bulk plant near the refinery and constructing a pipe line to a waterway nearby, enabling the company to receive oil in barges from the nearest seaports.

Struggles Through War

During Nazi occupation in World War II the brochure points out "it became one continuous struggle for every company to keep as busy as possible without at the same time assisting the enemy's war effort. . . although everyone seemed to be working hard, the over-all results were practically negligible."

Today, the company exports to many parts of the world, with the exception of North America. Among its products are medicinal petrolatum, microcrystalline waxes, medicinal liquid paraffin, transformer oil, turbine, refrigerator and cable oils, cheese wax, ceresines and petroleum sulphonates.

Make your brand advertising pay off at the point of sale

Motorists choose oil in cans because . . .

1. They are convinced that oil in cans is better quality oil.
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The can for oil was originated by American Can Company, one of the world's great packaging concerns. No company gives refiners more or better service.

A simple telephone call will put Canco's extensive resources at your disposal.

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*According to a recent survey conducted in New England, South Atlantic, and East North Central States by the magazine, Super Service Station.

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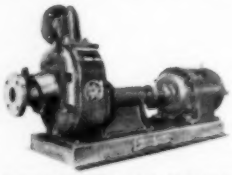
There's a complete line of Marlows for every pumping job

MARLOW CENTRIFUGAL PUMPS

For high-capacity, high-efficiency pumping of light liquids on flooded suction installations. Features include an easily renewable sealing ring at impeller inlet, deep-groove oversize ball bearings, and a John Crane dripless shaft seal. Close- and long-coupled models, sizes 1 to 4 inches, capacities 10 to 1000 GPM. Motors from 1½ to 30 HP, explosion proof or fully enclosed. Also available with engine drive.



MARLOW SELF-PRIMING CENTRIFUGAL PUMPS

Here is *the* pump for long, trouble-free service on suction lifts with light liquids or where product vaporization presents a problem. Marlow Self-Primers combine high capacity and high efficiency with *automatic priming*. Will not vapor lock. Free clearances at impeller help eliminate wear, prolong life and original high efficiency. Suitable for above- or below-ground storage, transfer, loading or unloading. Close- and long-coupled models, sizes 1½ to 10 inches, capacities 15 to 3500 GPM. Motors 1/3 to 60 HP, explosion proof or fully enclosed.
Models also available for belt and engine drive.

MARLOW POWER TAKE-OFF PUMPS

NOW — a *quiet*, dependable centrifugal tank truck pump that couples direct to power take-off. Installs like a rotary but has a centrifugal's smooth efficiency, high capacity and *long life*. Supplied with built-in gear increaser. Sizes 2 and 3 inch. Capacities 20 to 200 GPM.

MARLOW ENGINE DRIVEN PUMPS

Marlow Self-Priming Centrifugals for refueling or transfer, where mobility or stand-by operation is required. Sizes 1½ to 8 inches. Capacities 15 to 2000 GPM.

2- and 3-inch sizes available with electric starter and spark arresting muffler for tank truck service.

Write the Marlow factory for complete information and the name of the Marlow dealer nearest you.

Wherever pump users gather you will hear the name MARLOW used as a standard of pump efficiency, trouble-freedom and long life. It will pay you, too, to standardize on the standard.

MARLOW PUMPS 598 GREENWOOD AVENUE RIDGEWOOD, NEW JERSEY

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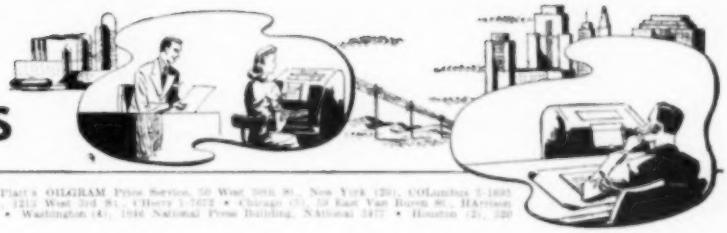
Oil Markets



J. P. Mosher, Jr., Market Editor, NPN and Platt's OILGRAM Price Service, 50 West 50th St., New York (20), COLumbus 5-1695
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Fuel Oil Demand Rises Sharply But Pressure Fails To Develop on Prices As Heating Season Nears End

Light and heavy fuel inventories in the country fell almost 7,000,000 bbls. during week ended March 4. The decline was a cheering development to refiners and marketers, particularly when gasoline stocks (API basis) rose only moderately (320,000 bbls.).

Price changes in country mostly were local during the week ended March 11. Some shading on distillates still prevailed at East Coast and Gulf terminal districts. Heavy fuel prices tended higher in the Mid-Continent. There continued to be sharp price competition for gasoline gallonage at some points in the Midwest, notably Akron and Minneapolis. On the other hand, inquiries for gasoline were more active than recently at the Gulf.

Prices for No. 2 fuel in cargo lots at the Gulf were 0.375c per gal. lower; the product was offered at quotations ranging upward from 6.375c.

The East Coast reflected widespread confusion among suppliers regarding distillate sales. Sales were active, and the Atlantic Seaboard's inventories of kerosine and light heating oils declined more than 3,000,000 bbls. At the same time, suppliers were keenly aware that the heating season was drawing to a close. Most of them said they were making daily checks in the field with an eye to "shading" by the competition.

At New York Harbor, No. 2 fuel barge prices ranged upward from 7.4c per gal. The majority of suppliers, however, quoted 7.6c, and therefore several said they were making constant checks to see much material was being offered at 7.4c. It was said that some major suppliers gave a 0.2c "discount" to meet the lower competition. Late-week spot sales at the harbor at 7.4c were reported in excess of 50,000 bbls.

In the Midwest, there continued to be a smaller supply available than in the East to meet the demand for light fuel oils. However, the lateness of the season was causing many buyers to show caution. Range oil prices were reported "easier" at some points, but generally throughout the Midwest and Mid-Continent regular-customer shipping instructions on light fuel oils indicated heavy demand.

There were no area-wide developments in gasoline prices. However, it was plain that competition was sharp at the retail level of supply. This was reflected in what some suppliers at the Gulf described as "bargain hunting" inquiries. Suppliers said buyers wanted "top" grade gasoline, but were willing only to pay low quoted prices on "minimum" octane grades.

In Minneapolis, Standard Oil Co. (Indiana) reduced its tank wagon price for regular-grade (Red Crown) gasoline 1.5c per bbl. to 13.4c (ex taxes), effective March 7, an industry source told NPN. The majority of Independent brands of gasoline in that area are being sold at 15.4c for regular grade and 16.4c for premium (ex taxes), although a few cut rate stations were selling still lower.

Heavy fuel prices continued to move as they have in the recent past. They still were on the rise in the Mid-Continent. On the other hand, some reductions were reported in seaboard areas.

Petroleos Mexicanos, the Mexican Government oil agency, reported a 15c per bbl. reduction in its prices for bunker "C" fuel oil, ships' bunkers, at its Gulf terminals, effective March 8. New price at Tampico, Veracruz and Minatitlan was $1.60 per bbl.

At Jacksonville, Fla., Standard Oil Co. (Kentucky) announced it had lowered its prices for No. 6 bunker "C" fuel oil 1c per bbl., effective March 9. The company now offers Jacksonville heavy fuel at $1.84 per bbl. for pipe line deliveries to barges and ships' bunkers, and $1.87, tank cars.

At Albany, where the ice was just beginning to break up and allow river traffic, Socony-Vacuum Oil Co., Inc. reduced its No. 6 fuel oil price 15c per bbl. to $2.20, tank cars, effective March 11. The company's Albany tank wagon price for No. 6 was cut 0.36c per gal. to 5.86c.

At New York Harbor, it was said that some suppliers marketing on the New Jersey side of the Hudson River were offering 5c per bbl. "discount" from the generally quoted $1.90 tank car price, but the allowance was not confirmed.

Movement of heavy fuel oil in the East was active. Buyers of the product in the Mid-Continent frequently could not cover their requirements without

OIL MARKETS

Summary of Daily Gasoline Prices (March 7 through March 13)

	Monday March 13	Friday March 10	Thursday March 9	Wednesday March 8	Tuesday March 7
Motor Gasoline 93 Oct. R (Premium):					
N.Tex. (For shpt. to Tex.&N.M. dest'ns)	(1)11.7-13.175(1)	(1)11.7-13.175(1)	(1)11.7-13.175(1)	(1)11.7-13.175(1)	(1)11.7-13.175(1)
W.Tex. (For shpt. to Tex.&N.M. dest'ns)	12(1)	12(1)	12(1)	12(1)	12(1)
E. Tex. (Truck Tnsp.)	11.25(1)	11.25(1)	11.25(1)	11.25(1)	11.25(1)
Cent. W. Tex. (Truck Tnsp.)	12(1)	12(1)	12(1)	12(1)	12(1)
Motor Gasoline 88 Oct. R. (Premium):					
Oklahoma (Group 3)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)
Midwestern (Group 3 basis)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)	(1)10.25-11.375(1)
N.Tex.(For shpt. to Tex.&N.M. dest'ns)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)
E. Tex. (Truck Tnsp.)	11(1)	11(1)	11(1)	11(1)	11(1)
Cent. W. Tex. (Truck Tnsp.)	11.5(1)	11.5(1)	11.5(1)	11.5(1)	11.5(1)
Motor Gasoline 86 Oct. R (Premium):					
Oklahoma (Group 3)	(1)10.25-10.75(1)	(1)10.25-10.75(1)	(1)10.25-10.75(1)	(1)10.25-10.75(1)	(1)10.25-10.75(1)
W.Tex.(For shpt. to Tex.&N.M. dest'ns)	(1)11-11.75(1)	(1)11-11.75(1)	(1)11-11.75(1)	(1)11-11.75(1)	(1)11-11.75(1)
E. Tex. (Truck Tnsp.)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)	(1)11-12.75(1)
Motor Gasoline 84 Oct. R (Regular):					
N.Tex.(For shpt. to Tex.&N.M. dest'ns)	(2)10.75-11.175(1)	(2)10.75-11.175(1)	(2)10.75-11.175(1)	(2)10.75-11.175(1)	(2)10.75-11.175(1)
W.Tex.(For shpt. to Tex.&N.M. dest'ns)	10.25(1)	10.25(1)	10.25(1)	10.25(1)	x10.25(1)
E. Tex. (Truck Tnsp.)	10(1)	10(1)	10(1)	10(1)	10(1)
Cent. W. Tex. (Truck Tnsp.)	11.25(1)	11.25(1)	11.25(1)	11.25(1)	11.25(1)
Motor Gasoline 82 Oct. R (Premium):					
Oklahoma (Group 3)	(3)9.5-10.125(1)	(3)9.5-10.125(1)	(3)9.5-10.125(1)	(3)9.5-10.125(1)	(3)9.5-10.125(1)
Midwestern (Group 3 basis)	(4)9.5-10.125(1)	(4)9.5-10.125(1)	(4)9.5-10.125(1)	(4)9.5-10.125(1)	(4)9.5-10.125(1)
N.Tex.(For shpt. to Tex.&N.M. dest'ns)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)
E. Tex. (Truck Tnsp.)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)	(1)10-10.75(2)
Cent. W. Tex. (Truck Tnsp.)	10.5(1)	10.5(1)	10.5(1)	10.5(1)	10.5(1)
Motor Gasoline 80 Oct. R (Regular):					
Oklahoma (Group 3)	(1)9.5-9.75(1)	(1)9.5-9.75(1)	(1)9.5-9.75(1)	(1)9.5-9.75(1)	(1)9.5-9.75(1)
N.Tex.(For shpt. to Tex.&N.M. dest'ns)	10(1)	10(1)	10(1)	10(1)	10(1)
W.Tex.(For shpt. to Tex.&N.M. dest'ns)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)	(1)10-10.75(1)
E. Tex. (Truck Tnsp.)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)	(1)10-11(1)
Cent. W. Tex. (Truck Tnsp.)	10.5(1)	10.5(1)	10.5(1)	10.5(1)	10.5(1)
Motor Gasoline 60 Oct. M & below:					
Oklahoma (Group 3)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)
Midwestern (Group 3 basis)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)	(1)8.5-9.5(1)
N.Tex.(For shpt. to Tex.&N.M. dest'ns)	(1)9.375-10.3(1)	(1)9.375-10.3(1)	(1)9.375-10.3(1)	(1)9.375-10.3(1)	(1)9.375-10.3(1)
W.Tex.(For shpt. to Tex.&N.M. dest'ns)	(2)9.375-10(2)	(2)9.375-10(2)	(2)9.375-10(2)	(2)9.375-10(2)	(2)9.375-10(2)
E. Tex. (Truck Tnsp.)	(2)9.25-10.5(1)	(2)9.25-10.5(1)	(2)9.25-10.5(1)	(2)9.25-10.5(1)	(2)9.25-10.5(1)
Cent. W. Tex. (Truck Tnsp.)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)	(1)9.5-10.4(1)
Motor Gasoline 88 Oct. R (Premium):					
New York harbor	(1)12-14.2(1)	(1)12-14.2(1)	(1)12-14.2(1)	(1)12-14.2(1)	(1)12-14.2(1)
New York harbor, barges	(1)11.7-14.1(1)	(1)11.7-14.1(1)	(1)11.7-14.1(1)	(1)11.7-14.1(1)	(1)11.7-14.1(1)
Philadelphia	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)	(1)13.2-13.35(1)
Philadelphia, barges	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)	(1)13.1-13.25(1)
Baltimore	(1)11.6-13.7(1)	(1)11.6-13.7(1)	(1)11.6-13.7(1)	(1)11.6-13.7(1)	(1)11.6-13.7(1)
Baltimore, barges	11.5(1)	11.5(1)	11.5(1)	11.5(1)	11.5(1)
Motor Gasoline 90 Oct. R (Premium):					
New York harbor	....	....	....	....	....
New York harbor, barges	13.45(1)	13.45(1)	13.45(1)	13.45(1)	13.45(1)
Philadelphia	(2)13.35-14.3(1)	(2)13.35-14.3(1)	(2)13.35-14.3(1)	(2)13.35-14.3(1)	(2)13.35-14.3(1)
Philadelphia, barges	13.25(1)	13.25(1)	13.25(1)	13.25(1)	13.25(1)
Baltimore	(2)13.35-13.7(1)	(2)13.35-13.7(1)	(2)13.35-13.7(1)	(2)13.35-13.7(1)	(2)13.35-13.7(1)
Baltimore, barges	13.25(1)	13.25(1)	13.25(1)	13.25(1)	13.25(1)
Motor Gasoline 83 Oct. R (Regular):					
New York harbor	(1)10.75-12.7(1)	(1)10.75-12.7(1)	(1)10.75-12.7(1)	(1)10.75-12.7(1)	(1)10.75-12.7(1)
New York harbor, barges	(1)10.5-11.5(1)	(1)10.5-11.5(1)	(1)10.5-11.5(1)	(1)10.5-11.5(1)	(1)10.5-11.5(1)
Philadelphia	(2)12.1-12.8(2)	(2)12.1-12.8(2)	(2)12.1-12.8(2)	(2)12.1-12.8(2)	(2)12.1-12.8(2)
Philadelphia, barges	(1)12-12.1(1)	(1)12-12.1(1)	(1)12-12.1(1)	(1)12-12.1(1)	(1)12-12.1(1)
Baltimore	(2)10.6-12.2(2)	(2)10.6-12.2(2)	(2)10.6-12.2(2)	(2)10.6-12.2(2)	(2)10.6-12.2(2)
Baltimore, barges	(1)10.5-12(1)	(1)10.5-12(1)	(1)10.5-12(1)	(1)10.5-12(1)	(1)10.5-12(1)
Motor Gasoline:					
Western Penna., Bradford-Warren:					
86 Oct. R (Prem)	13.25(2)	13.25(2)	13.25(2)	13.25(2)	13.25(2)
83 Oct. R (Regular)	12(2)	12(2)	12(2)	12(2)	12(2)
Western Penna., Oil City:					
86 Oct. R (Prem)	(1)12.5-13(2)	(1)12.5-13(2)	(1)12.5-13(2)	(1)12.5-13(2)	(1)12.5-13(2)
83 Oct. R (Regular)	(1)11.5-12.1(1)	(1)11.5-12.1(1)	(1)11.5-12.1(1)	(1)11.5-12.1(1)	(1)11.5-12.1(1)
Western Penna., Pittsburgh:					
86 Oct. R (Prem)	13(2)	13(2)	13(2)	13(2)	13(2)
83 Oct. R (Regular)	12(1)	12(1)	12(1)	12(1)	12(1)

Note: Research octane ratings, indicated by the letter "R", are minimum ratings. Motor method octane ratings, where used, are indicated by the letter "M".

resorting to bids "over the market." In Oklahoma, where No. 6 prices ranged from $1.45 to $1.70, some refiners reported buyers were bidding as high as $1.75 per bbl.

In Central Michigan, some refiners, short of No. 6 fuel, were reported buying "out of state" material. One Michigan refiner disclosed purchase of 4,000 bbls. of No. 6 fuel from Oklahoma-Texas refiners for shipment by tank car at delivered cost of 9.25c per gal. Quotations for No. 6 fuel in Central Michigan ranged from 6.5 to 7.5c.

Lube trading continued quiet at most refinery points in the Mid-Continent and Western Penna. There were relatively active sales of branded motor oils in some instances, but sales of bulk lots of neutrals and bright stocks to the jobbing trade continued generally light.

ATLANTIC COAST

Sales Active for No. 2 and No. 6

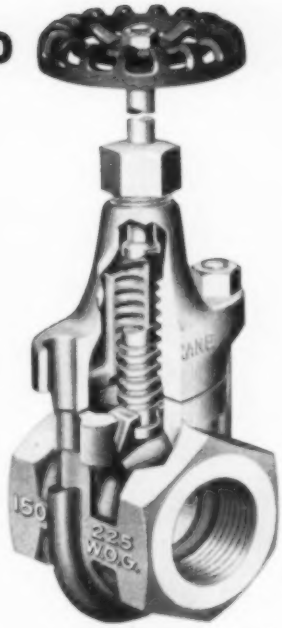
Movement of light and heavy fuel oils was active in most East Coast terminal districts the past week. At the same time, there were increasing indications that suppliers were meeting No. 2 and No. 6 oil price competition where they found it. The weather was good for fuel oil sales, but most sellers were aware that the heating season was drawing to a close.

Trading in gasoline and kerosine was negligible. The lack of spot business on gasoline was attributed to the fact that most primary and secondary suppliers had sufficient quantities to meet current requirements. No price changes in these products were reported.

There continued occasional reports of "shading" on kerosine and No. 2 fuel prices at most points from Baltimore to Boston.

At New York Harbor, the generally quoted barge price for No. 2 fuel was 7.6c per gal., although other offerings continued available at 7.4c. Quantities available at

ALL THE PIPING EQUIPMENT YOU NEED ...FROM ONE COMPLETE LINE



No. 488. Sizes: ¼ to 4-inch
Working Pressures:
Up to 150 pounds steam;
225 pounds water, oil, gas

EASY-TO-USE . . . EASY-TO-SERVICE VALVES—Free-draining bonnet feature makes Crane All-Iron Inside Screw Clamp Gate Valves ideal for handling heavy petroleum fluids and for outdoor lines. Prevents bonnet freeze-ups; eliminates sticky operation. Specially designed bonnet threads clean and protect the stem screw.

Crane U-bolt construction simplifies opening of the valve for inspection and cleaning without removing body from line. Bonnet and disc assembly are lifted merely by loosening two nuts. Bonnet joint always makes up tight and stays tight.

Unusually compact and strong, Crane Clamp Gate Valves come in all-iron or brass-trimmed, in inside screw, outside-screw-and-yoke, and quick-opening patterns. Recommended for steam, water, oil, or gas services. Sizes up to 4 in., flanged or screwed ends. See your Crane Catalog or send for Circular AD-1667.

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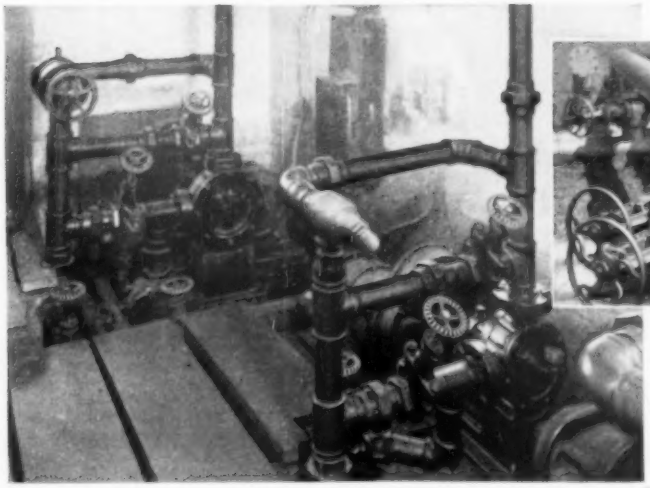

TRANSFER SYSTEM *in fuel oil station equipped with Crane Clamp Gates—for easier inspection and servicing—and Crane Relief Valves for a safer system.*

10-IN. PIPE LINE MANIFOLD *using iron body gate valves, flanged fittings and pipe from the complete Crane line.*

CENTRAL MANIFOLD *in field tank farm featuring Crane Iron Body Clamp Gate Valves, malleable iron fittings and unions.*

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Oil helps grow food for you...in Hawaii

Beyond the Islands' coral beaches, behind their blue, cliff-sharp hills, lie some of the most efficiently mechanized farming areas in all the world.

The pineapple you eat and much of the sugar you serve are grown, not in palm-shaded tropical valleys, but on broad fields of rich, red soil . . . contour plowed, expertly cultivated, carefully harvested.

And in all these jobs, oil plays a major part.

Oil powers plows and cultivators; petroleum emulsions control weeds in fields of young cane and pineapple plants; at harvest time, huge Diesel machines rake and load 130 tons of cane an hour, and ripe pineapples are gathered on conveyor belts. Trucks and barges speed the harvest to canneries and mills.

Supplying the oil Hawaii needs has been Standard of California's job ever since kerosene lamps burned in Honolulu's lighthouse. Today, this service has spread to all the Islands . . . provides millions of gallons of petroleum products every year . . . helps insure better living for the Islanders and better food for you.

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Explanations of Price Tables

The reader's attention is directed to the following explanations which apply to the Summary of Daily Gasoline Prices appearing on page 62 and the price tables appearing on pages 68-73 of this issue:

The letter "X" indicates a change in price; if the change is on the low of the price range, the "X" is adjacent to the low; if the change is on the high of the price range, the "X" is adjacent to the high; a change from one flat price to a higher or lower flat price, or elimination of the low of a price range, is indicated with an "X" to the left of the new price; elimination of the high of a price range, is indicated with an "X" to the right of the new price.

In the Gulf Coast Cargo price table on page 71, the parenthetical figures after each price indicate the number of companies quoting that price.

In all other price tables, the parenthetical figures before and after prices indicate the number of companies quoting the lows and the highs of the price ranges; no attempt is made to indicate the number of companies whose prices are within the lows and the highs, and therefore no attempt is made to indicate the number of companies contacted for prices for each product. Nearly 200 primary suppliers (refiners and tanker terminal operators), plus an even larger number of other sources (jobbers, compounders, consumers, distributors, brokers, tank car marketers, etc.) are contacted for prices at regular intervals.

7.4c were on the increase, according to trade reports, with the result that some sellers offered a discount of 0.2c off their 7.6c price to meet the competition.

Many in the trade continued to say they were "puzzled" by the "shading" of distillate prices. They pointed to the fact that stocks were lower than at this time a year ago when prices were considerably higher. Others said they looked for "firmer than usual" prices for distillates this spring because prices now were tending to "ease off" when stocks were falling fast.

The same situation, falling stocks and "shaded" prices, applied for No. 6 fuel oil. Most sources in the industry said that East Coast stocks of heavy fuel were "low for the season" at 9 million bbls. On the other hand, it was reported that a 5c discount on No. 6 oil was offered to some New Jersey tank car buyers from the generally quoted New York Harbor price of $1.90 per bbl.

At Jacksonville, Fla., prices for No. 6 fuel were off 1c per bbl. following reduction of Standard Oil Co. (Kentucky) and several other suppliers, March 9.

At Albany, No. 6 fuel in tank cars was offered at $2.15 per bbl., down 20c, effective March 11.

GULF COAST

No. 2 Fuel Eases 0.375c

Prices for cargo lots of No. 2 fuel were off total of 0.375c per gal. at the Gulf in early March, the result of two declines, one for 0.125c and the other of 0.25c. Other prices were unchanged in quiet trading. Bunker "C" fuel oil still was closely held, traders said. Other products were plentifully available.

The decline in No. 2 fuel prices at the Gulf was not an unexpected move to most traders and suppliers. Prices ranged upward from 6.375c per gal.

East Coast and Midwest spot distillate buyers were becoming increasingly hesitant about commitments because of the lateness of the season. In addition, traders were aware that the New York Harbor No. 2 market has been "a little shaky." The shading of No. 2 prices at some East Coast points combined with firming tanker rates for March positions appeared to exert pressure toward lower prices for distillates in the Southwest.

A number of suppliers reported they had received considerable inquiry for gasoline. Several said most of the inquiries were for premium grade, although one major disclosed he had received "quite a few bargain hunting requests" for regular-grade. He added he had turned them down.

An independent disclosed a buyer's request of him for a quotation on a cargo of 92 oct. Research premium gasoline. He said the buyer showed interest in covering at 10.625c per gal. He quoted 11c for this grade. Suppliers' prices for minimum 90 oct. Research premium gasoline ranged upward from 10.375c per gal.

One major said there was some interest in covering 90 oct. premium requirements by buyers in Midwest and Southeast.

There continued to be good demand for bunker "C" fuel oil. The product was described by some sources as the "firmest." It was said that some major suppliers were trying to fill their current needs by purchase or borrowing from other refiners.

Export sales continued slow, although two sources said they noticed some increase in demand for gas oils. There was only negligible demand for 70-72 oct. leaded gasoline.

CENTRAL MICHIGAN

Fuel Oil Stocks Decline Rapidly

Pinch on low inventories of light and heavy fuels brought on by cold weather had some Central Michigan refiners checking supply points outside the state for additional amounts to carry them through balance of the heating season. Refinery inventories of gasoline varied widely. While some said they had adequate stocks for spring, others said their supplies would not meet early requirements. Refiners reported no changes in quotations.

Refiner revealed purchase of approximately 4,000 bbls. of No. 6 fuel from Oklahoma-Texas refiners for shipment by tank car at delivered cost of 9.25c, Central Michigan. Refiner also said he had made open market purchases of No. 1 fuel for delivery to Central Michigan at cost of 10.6c, Toledo and 10.9c Detroit. Central Michigan refiners' quotations for No. 6 ranged from 6.5 to 7.5c; No. 1 from 10.75 to 11.5c, FOB plants.

CHICAGO DISTRICT

Range Oil and Residuals Are Tight

Range oil joined residual fuels as a tight product in Chicago District last week, and although barge tows arrived with range oil in them, product was closely held by refiners and terminal operators. Additional barges of range oil scheduled to arrive later would ease the tightness, but would not put product in more than a "snug" supply situation, it was said. Inventories of No. 2 fuel generally were regarded as "adequate" to carry through balance of the heating season.

Settlement of the coal strike failed to relieve pressure of demand for heavy fuels. Some sources said supply-demand situation, "if anything, was worse." Prices for No. 5 fuel ranged higher; high sulfur material ranging from 7.3 to 7.58c, up 0.12c on the high, low sulfur grade up slightly on the high to range from 7.35 to 7.58c, Chicago District.

Trading in light fuels was active in the forepart of the week, but tapered off with traders saying that buyers

NPN Gasoline Index

	Cents Per Gal. Dealer T.W.	Tank Car
March 13	14.79	10.86
Month Ago	14.83	10.81
Year Ago	14.93	11.09

Dealer index is an average of "undivided" dealer prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla., Midwestern, W. Penna., Calif., N. Y. Harbor, Philadelphia, Jacksonville, Boston and Gulf Coast.

have become cautious because of lateness of the season. All trading was within established price ranges.

Gasoline, for the most part, was dull, although some sellers said sales were "surprisingly good" for cold weather. Others said, however, that high stocks had eased prices and many buyers had become "noticeably price conscious."

MIDWESTERN (Chicago-E. St. Louis Area)

Light Fuels Strong; No. 6 Tightens

Demand for distillate fuels by contract customers continued strong in the week ended March 11 despite lateness of the season, according to refiners' reports. However, tank car marketers said open market demand was slow. Heavy fuel tightened appreciably following settlement of the coal strike. While there were some cancellation of orders reported, a flurry of buying more than made up for rejections.

Some sources disclosed a "mild" interest had begun to be shown in gasoline, but no actual buying was disclosed.

Two refiners advanced their prices for No. 6 fuel 5c per bbl. to $1.50, Group 3. No. 6 fuel prices of refiners continued to range from $1.45 to $1.50. No other price changes were made during the week.

Only scattered sales of light fuels were disclosed. A refiner said he had sold "a few" cars each of range oil at 8.25c and No. 2 at 7.625c, Group 3. A marketer said he had sold a few cars of range oil at 8.125c and 10 cars of No. 2 at 7.25c, Group 3 basis. Midwest refiners' Group 3 quotations for range oil ranged from 8.25 to 8.6c; No. 2 from 7.5 to 8c.

Refiners, for the most part, were fully committed for March on No. 6 fuel, but tank car marketers offered limited amounts at 10c and 15c "over the low." One marketer revealed purchase of 10 cars low sulfur No. 6 fuel at $1.45 per bbl., Group 3, for resale to a Chicago industrial plant.

MID-CONTINENT

Fuel Oil Demand Continues Active

Bidding was spirited for heavy fuels in most Mid-Continent districts toward the end of last week. Distillate fuels also continued extremely scarce, according to most refiners, with regular-customer demand taking majority of fuel being produced. Residual fuel prices were higher in two areas, while open market sales were more numerous than in the past several weeks.

One of the most encouraging aspects of the Mid-Continent picture, according to refiners, was the increase in gasoline consumption being reported. This product continued fairly "tight" in the Oklahoma area, while refiners in other districts continued to report sales as high as 25 to 30% over a year ago.

Despite the scarcity of light and heavy fuels, there was more activity in the open market than for the past several weeks. An Oklahoma refiner reported sale of 20 cars No. 6 at $1.55 per bbl. FOB Group 3; a Kansas refiner sold two cars of No. 6 at "low published price," FOB Group 3; resale of 10 cars No. 5 at $1.45 per bbl. and a direct sale of three cars Diesel fuel at 7.625c per gal., both shipments FOB Group 3, were reported by an Oklahoma broker; and a Kansas refiner disclosed sale of 10,000 bbls. No. 6 at $1.65 per bbl., FOB refinery.

Meanwhile, buyers were said to be bidding "well over the lows" in several instances for No. 6 fuel. One refiner, in Oklahoma, said he was offered as high as $1.75 per bbl., but had no fuel to sell. Two inquiries, one for 100 and one for 50 cars No. 6—with buyers offering to pay $1.55 and $1.65 respectively—were reported by one refiner, while another inquiry for 100 cars also was disclosed, with buyer offering to pay $1.65 per bbl.

Regular-customer demand continued to take most of the distillate and residual fuel production, most refiners said. Instructions picked up considerably toward end of week from these regular-customer buyers, it was said.

WESTERN PENNA.

Lubricating Oils Are Quiet

Although two refiners in Western Penna. reported some increase in jobber calls for lubricating oils during second week of March, consensus of refiners' reports indicated a general lull in neutral and bright stock trading. Prices were unchanged. Fuel oil and gasoline continued to be the most actively traded products. Demand for scale wax and petrolatum was strong.

Lubricating oil activity was comprised largely of "fairly good" branded oil shipments. Both 25 pour 200 neutral and 25 pour bright stock were generally quoted at 17c. There were continued reports of price shading, however, in some instances. Refiners who had received increased jobber inquiry said interest was mostly in neutral oil. Far Eastern inquiry for about 3,000 bbls. of blended oil was in the market.

Gasoline was closely held. Good demand of recent past had reduced surplus stocks, several refiners said, some commenting that they had been short of supply for several weeks. Two refiner-buyers said that they had not been offered regular-grade below 12c. Quotations for regular-grade in Oil City district ranged upward from 11.5c.

Heavy demand for fuel oil over previous week had nearly depleted some inventories. Sales of No. 2 fuel at 9.5c were disclosed. Quotations for No. 2 ranked upward from 9.25c in Bradford-Warren, from 9c in Oil City and Pittsburgh districts.

Scale wax and petrolatum continued to be "strong" products, most sellers said. Demand for wax was said to have increased considerably, and offerings were scarce. One refiner reported "numerous" foreign inquiries for scale. A refiner of petrolatum said he was sold-up into April of white grade, through April on amber, and others said demand for amber was especially strong.

Caminol Shifts Operations

HANFORD, Calif.—Caminol Co. has moved its head office to this city, location of the company's northern California refinery, and will concentrate its marketing activities in the San Joaquin Valley area. Caminol earlier sold its refinery at Santa Fe Springs and discontinued marketing in the Los Angeles area.

A modernization program at the Hanford refinery has recently been completed. The company is currently processing 100,000 bbls. of crude per month into gasoline, stove oil, Diesel fuel and fuel oil for sale in the region between Bakersfield and Redding, Calif.

Fuel Oil Stocks Decline Rapidly; 'Gas' Inventories Set New Record

NEW YORK—Gasoline stocks set another record for the fourth consecutive week, reaching 134,208,000 bbls. in the week ended March 4, but the increase was slight, being only 320,000 bbls. above previous week, according to API's report of refinery operations.

Gas oil and distillate fuel stocks showed a marked decrease, declining 4,380,000 bbls., and residual stocks dropped 2,577,000 bbls. Crude and condensate production averaged 4,909,250 b/d, down 90,750 b/d from the previous week. Refining operations statistics compiled by the API are summarized as follows:

Refining Operations Summary
(U. S. totals—B. of M. basis)

Production	Week Ended Mar. 4	Week Ended Feb. 25	Increase or Decrease
	(Thousands of bbls.)		
Crude runs—daily avg.	5,116	5,277	−25
Foreign crude included	483	427	+56
Percent operated	80.8	80.2	+0.6
Gasoline	17,703	17,703	+4
Kerosine	2,194	2,484	−500
Gas oil & dist. fuel	7,048	6,890	+158
Residual fuel oil	8,140	7,855	+285
Stocks			
Finished & unfinished gasoline	134,208	133,888	+320
Kerosine	15,466	16,227	−761
Gas oil & dist. fuel	51,670	56,050	−4,380
Residual fuel oil	46,086	48,663	−2,577

(Detailed statistics are published on p. 74-75)

The days' supply of principal petroleum products for the week ended March 4 lagged behind the comparative week a year ago on all but gasoline, which continued slightly ahead. Figures follow:

Days' Supply of Principal Petroleum Products

Products	Week Ended 3-5-49	Week Ended 3-4-50
Finished & unfinished gasoline	57	60
Kerosine	55	37
Gas oil & distillate fuel	46	38
Residual fuel oil	40	30

These are NPN calculations. API U. S. total stocks figures for 1950 week shown in table were translated into terms of days' supply on basis of Bureau of Mines demand forecast for first quarter of 1950. Actual demand reported by bureau for February and March 1949 have been applied to API stocks figures to arrive at 1949 days' supply figures for comparison.

Record gasoline stocks have been cited by Texas Railroad Commissioner Ernest O. Thompson as an important factor in recent reductions in his state's allowables. "Gasoline stocks," he said, "are 10 million bbls. higher than they should be. Imports averaged 885,000 b/d in February—still going up. These are facts—cold and hard."

Producers on Gulf Coast and in West Texas, where allowables were cut for March to place East Texas on a 17-day production schedule along with all other Texas fields, will make protest at statewide hearing of Texas Railroad Commission set for March 16 in Fort Worth.

Commissioner Thompson indicated there was little chance of commission abandoning so-called 1947 "yardstick" formula for allocating crude production, reinstated at last statewide hearing to supplant "maximum efficiency rate" formula. He also saw little chance of problem being relieved by increase in market demand for April.

* * *

Anglo-Iranian Oil Co. report shows its crude production in Iran during January averaged about 598,680 b/d, a decrease of 4,929 b/d from the December 1949 rate (all-time high) of about 603,609 b/d.

Crude Oil Prices

No changes in crude oil prices reported in week ended March 4. For complete crude price schedules, See Feb. 22 NPN, P. 69-70.

Ethyl, DuPont Cut TEL Prices

Ethyl Corp. and Du Pont Co. this week both announced reductions in TEL antiknock compound prices.

Ethyl cut its TEL antiknock compound price 1.3c per lb. of tetraethyl lead content effective March 10. New prices are 55.4c per lb. of tetraethyl lead content for motor mix and 60.9 for aviation mix.

Du Pont price changes, also effective with March 10 shipments, amounted to a 2.3% reduction for TEL motor mix and 2.1% for aviation mix. On motor mix new price is 54.06c per pound. This is approximately equivalent to 55.4c per lb. and 0.2015c per cubic centimeter of tetraethyl lead content.

New price for aviation mix is 37.4c per pound, approximately equal to 60.9c per lb. and 0.2215c per cubic centimeter of tetraethyl lead content.

Du Pont's prices are for the compound rather than straight tetraethyl lead, Ethyl's price applying to the latter.

Residual Fuel Oil Price Index Down

WASHINGTON—Price index for residual fuel oils dropped 4.5% from week ended Feb. 28 to that ended March 7, according to Bureau of Labor Statistics. Index for natural gasoline dropped another 6.6% during same period, putting it almost 35% below Feb. 14 reading.

Bureau's complete index is shown below for comparative weeks ended on dates specified (1947 equals 100):

Commodity	March 7, 1950	Feb. 28, 1950	March 8, 1949	% Change Feb. 28, 1950 to March 7, 1950
Crude and products	111.3	111.9	116.6	−0.5
Crude	132.8	132.3	133.7	
Refined products	107.4	108.1	114.3	−0.6
Gasoline	117.8	117.8	122.8	
Kerosine	118.9	118.9	127.5	
Distillate fuels	119.2	119.9	124.3	−0.6
Residual fuels	83.2	87.1	87.5	−4.5
Lubricating oils	57.7	57.7	70.8	
Natural gasoline	63.9	68.4	100.4	−6.6

While not on comparable basis with above oil index, bureau's index for all commodities (about 900 using 1926 as base year) was down 0.4% at 152.0 for week ended March 7.

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HARTOL
PETROLEUM CORPORATION
INDEPENDENT MARKETERS
Maine to South Carolina
630 FIFTH AVENUE, NEW YORK 20, N. Y.

OIL PRICE SECTION

Prices at Refineries and Terminals and by Tank Wagon

PRICES IN EFFECT MARCH 13

Prices herewith are reproduced from Platt's OILGRAM Daily Oil Price Service, associated with National Petroleum News, whose representatives in all NPN-OILGRAM offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators, for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals, in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound; ex all fees and taxes; for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale or distribution or publication. During periods of short supply, some sellers, and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only. Octane ratings are ASTM; Research Method ratings, indicated by letter R, are minimum ratings. Motor Method ratings are indicated by letter M. Parenthetical figures before and after prices indicate number of companies quoting the lows and highs of the ranges. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

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GASOLINE

Oklahoma (Group 3):

88 Oct. R Prem.	(1)10.25-11.375(1)
86 Oct. R Prem.	(1)10.25-10.75(1)
82 Oct. R Reg.	(3)9.5-10.125(1)
80 Oct. R Reg.	(1)9.5-9.75(1)
60 Oct. M & below	(1)8.5-9.5(1)

MIDWESTERN (Group 3 basis):

88 Oct. R Prem.	(1)10.25-11.375(1)
82 Oct. R Reg.	(4)9.5-10.125(1)
60 Oct. M & below	(1)8.5-9.5(1)

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	(1)11.7-13.175(1)
88 Oct. R Prem.	(1)11-12.75(1)
84 Oct. R Prem.	(2)10.75-11.175(1)
82 Oct. R Reg.	(1)10-10.75(1)
80 Oct. R Reg.	10(1)
60 Oct. M & below	(1)9.375-10.3(1)

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

93 Oct. R Prem.	12(1)
86 Oct. R Prem.	(1)11-11.75(1)
84 Oct. R Reg.	$10.25(1)
80 Oct. R Reg.	(1)10-10.75(1)
60 Oct. M & below	(2)9.375-10(2)

E. TEX. (Truck tnspt.)

93 Oct. R Prem.	11.25(1)
88 Oct. R Prem.	11(1)
86 Oct. R Prem.	(1)11-12.75(1)
84 Oct. R Reg.	10(1)
82 Oct. R Reg.	(1)10-10.75(2)
80 Oct. R Reg.	(1)10-11(1)
60 Oct. M & below	(2)9.25-10.5(1)

CENT. W. TEX. (Truck Transpt.)

93 Oct. R Prem.	12(1)
88 Oct. R Prem.	11.5(1)
84 Oct. R Reg.	11.25(1)
82 Oct. R Reg.	10.5(1)
80 Oct. R Reg.	10.5(1)
60 Oct. M & below	(1)9.5-10.4(1)

ARK. (For shipment to Ark. & La.)

86 Oct. R Prem.	10.875(1)
80 Oct. R Reg.	9.875(1)
60 Oct. M & below	8.75(1)

KANSAS (For Kansas destinations only)

88 Oct. R Prem.	(1)10.8-10.9(1)
86 Oct. R Prem.	(1)10.8-12(1)
82 Oct. R Reg.	(1)9.8-9.9(1)
80 Oct. R Reg.	(1)9.8-11(1)
60 Oct. M & below	(1)9-10.1875(1)

WESTERN PENNA.

Bradford-Warren:

86 Oct. R Prem.	13.25(2)
83 Oct. R Reg.	12(2)

Oil City:

86 Oct. R Prem.	(1)12.5-13(2)
83 Oct. R Reg.	(3)11.5-12.1(1)

Pittsburgh:

86 Oct. R Prem.	13(2)
83 Oct. R Reg.	12(1)

CENTRAL MICHIGAN

(FOB Central Michigan refineries):

82 Oct. R Prem.	(1)12.75-13(1)
86 Oct. R Prem.	(1)13.25-13.75(2)
76 Oct. R Reg.	(2)11.75-12.5(1)
80 Oct. R Reg.	(3)12-12.75(1)
Str. run gasoline, excl. Detroit shpt.	(1)9.75-11.625(1)

OHIO—Quotations of S. O. for delivery to Ohio points:

83 Oct. R Reg.	12.5

CALIFORNIA

Los Angeles dist.:

86-82 Oct. M Prem.	(1)12.75-16.1(1)
74-76 Oct. M Reg.	(1)11.6-13.6(2)

San Fran. dist.:

86-82 Oct. M Prem.	(1)15.85-16.6(1)
74-76 Oct. M Reg.	(1)13.85-14.1(1)

San Joaquin Valley:

86-82 Oct. M Prem.	(1)15.85-16.6(1)
74-76 Oct. M Reg.	(1)13.85-14.1(1)

LUBRICATING OILS

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

VISCOUS NEUTRALS—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°) 420-425 ff.

0 p.t.	(1)20.5-21.5(1)
10 p.t.	(1)19.5-20.5(1)
15 p.t.	(1)18.5-19.5(1)
25 p.t.	(7)17-18(1)

150 Vis. (143 at 100°) 400-405 ff.

0 p.t.	(1)18.5-19.5(1)
10 p.t.	(1)17.5-18.5(1)
15 p.t.	(1)16.5-17.5(1)
25 p.t.	(5)15-16(1)

Bright Stock:

145-155 vis. at 210°, 540-550 ff., No. 8 col.

10 p.t.	(1)19.5-20.5(1)
15 p.t.	(1)18.5-19.5(1)
25 p.t.	17

CYLINDER STOCKS:

600 S.R. filterb'l.	(3)11-12.5(2)
650 S.R.	(3)12-13.5(2)
600 ff.	(3)14-18(1)
650 ff.	16(4)

MIDCONTINENT LUBES

FOB Tulsa basis. Bright Stocks, vis. at 210°. Neutrals, vis. at 100°, 0-10 p.p.

Neutral Oils—Conventional

Pale Oils	Col.	
60-85 vis.	2	(1)10-11(1)
86-110 vis.	2	(1)10.5-11.25(1)
150 vis.	3	(1)10.75-12(1)
180 vis.	3	(1)11.5-12.5(1)
200 vis.	3	(1)11.5-12.5(1)
250 vis.	3	(1)13-14(1)
300 vis.	3	(2)13-14(1)
500 vis.	3	13.5(2)

Bright Stock—Conventional

200 vis. D:	
10-25 p.p.	21(1)
150-160 vis. D:	
0-10 p.p.	17(3)
10-25 p.p.	(1)16.5-17(1)
120 vis. D:	
0-10 p.p.	(1)16-16.5(2)

Bright Stock—Solvent

150-160 vis. 0-10 p.p.; 95 v.i.	(1)19-20.5(1)

Neutral Oils—Solvent

170-180 vis., 98 v.i.	(1)12.5-13.5(1)
200-210 vis., 90-95 v.i.	(1)13.5-14.5(1)
300 vis., 95 v.i.	15.5(1)
600 s.r. olive green	(1)13-14(1)

SOUTH TEXAS (Neutral Oils)

(Vis. at 100° F. FOB refineries for domestic and/or export shipment.)

PALE OILS:

VIS.	COLOR	
100	1½-2½	9.5(5)
200	No. 2-3	10.5(5)
300	No. 2-3	11.25(5)
500	No. 2½-3½	12(5)
750	No. 3-4	12.75(5)
1200	No. 3-4	(4)13.5-14(1)
2000	No. 4	(1)14-14.5(5)

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New York Boston

WAVERLY

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PITTSBURGH 1, PA.

ESTABLISHED 1880

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NEUTRALS

CYLINDER STOCKS

MOTOR OILS

"Penna. Grade Crude Oil Assn"

Permit No. 11

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MARCH 13

(SOUTH TEXAS Cont'd.)

RED OILS:

100	No. 5-6	9.5(4)
200	No. 5-6	10.0(5)
300	No. 5-6	11.25(5)
500	No. 5-6	12(5)
750	No. 5-6	12.75(5)
1200	No. 5-6	(4)13.5-14(1)
2000	No. 5-6	(1)14-14.5(5)

KEROSINE, GAS & FUEL OILS

OKLAHOMA (Group 3)

41-43 w.w.	(4)8.5-9(1)
42-44 w.w.	(4)8.5-9.125(1)
Range oil	(1)8.25-8.75(1)
38 & above D.I. diesel	(3)8.25-8.75(1)
No. 1 p.w.	(5)8.25-8.625(1)
No. 1 straw	(5)8.25-8.625(1)
No. 2 straw	(5)7.625-8.5(1)
No. 3	(1)7.25-7.5(1)
No. 6	N(2)$1.45-1.70(1)

MIDWESTERN (Group 3 basis)

41-43 w.w.	(1)8.5-9(1)
42-44 w.w.	(4)8.5-9.125(1)
Range oil	(1)8.25-8.6(1)
38 & above D.I. diesel	(2)8.25-9(1)
No. 1 p.w.	(4)8.25-8.5(2)
No. 2 straw	(1)7.5-8(1)
No. 6	(1)$1.45-1.50(3)

N. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	(1)8.5-9.6(1)
42-44 w.w.	(1)8.75-9(1)
38 D.I.	(2)8.25-9.6(1)
No. 2 straw	(1)8.25-8.75(1)
No. 6 fuel	$1.40(1)

W. TEX. (For shpt. to Tex. & N.M. dest'ns.)

41-43 w.w.	...
42-44 w.w.	10.5(1)
No. 1 straw	9.25(2)
No. 2 straw	(1)8.5-9.25(1)
No. 6 fuel	(1)$1.50-1.50(1)

E. TEX. (Truck trnspt.)

41-43 w.w.	(1)8.6-9.25(2)
42-44 w.w.	(1)8.6-9.5(1)
38 & above D.I. diesel	(1)8-9(1)
No. 2 fuel	(1)8-9.25(1)
No. 6	(1)$1.45-1.70(1)

CENT. W. TEX. (Truck trnspt.)

41-43 w.w.	(1)9-9.5(1)
38 & above D.I. diesel	(1)8.75-9.25(1)
U.G.I. gas oil	8.5(1)
No. 1 fuel	9.25(1)
No. 2 fuel	9(1)
No. 5 fuel	$2.00(1)
No. 6 fuel	(1)$1.35-2.00(1)

KANSAS (For Kansas destinations only)

42-44 w.w.	(1)8.7-8.875(1)
38 & above Diesel	(2)8.875-9.5(4)
No. 1 fuel	(1)8.5-8.625(1)
No. 2 fuel	(1)7.875-8.375(1)
No. 4 fuel	$2.77(1)
No. 5 fuel	(1)$2.00-2.27(1)
No. 6 fuel	(4)$1.50-1.77(1)

ARK. (For shipment to Ark. and La.)

42-44 w.w.	8.625(1)
Tractor fuel	8.875(1)
Diesel fuel 32 & below	8.625(1)
Diesel fuel 38 & above	8.5(1)
No. 2 fuel	7.75(1)
No. 3 fuel	7.375(1)
No. 4 fuel	x$2.15(1)
No. 5 fuel	x$1.95(1)
No. 6 fuel	x$1.80(1)

WESTERN PENNA.

Bradford-Warren:

Kerosine	(1)9.5-10(1)
No. 1 fuel	8.5(2)
No. 2 fuel	(2)9.25-9.5(1)
No. 3 fuel	(1)9-9.25(1)
38-40 gravity	(1)9-9.25(1)

Oil City:

Kerosine	(3)10-10.25(1)
No. 1 fuel	8.5(2)
No. 2 fuel	(2)9-9.5(2)
No. 3 fuel	9(2)
38-40 fuel	9(3)

Pittsburgh:

Kerosine	10(3)
No. 1 fuel	9.5(1)
No. 2 fuel	(1)9-9.5(1)
No. 3 fuel	9(1)
38-40 fuel	9(1)

CENTRAL MICHIGAN

(PWD Central Michigan refineries.)

Range oil	(2)11-11.5(1)
40-49 w.w. kero.	(1)11.05-11.8-2)
P.W. distillate	(1)10.75-11.5(1)
No. 2 light straw	(1)10-11.5(1)
No. 3 straw	(2)10-10.75(1)
U.G.I. gas oil	(1)8-9.5(1)
No. 5 fuel	(2)8.75-7.5(1)
No. 6 fuel	(1)8.5-7.5(1)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points.

Kerosine	11.5

CALIFORNIA

San Joaquin Valley:

40-43 w.w.	(1)12.6-13.6(1)
Heavy fuel (PS 400)	$1.60(2)
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	(1)10-11.5(1)
Stove dist. (PS 100)	(1)11.5-13.5(1)

Los Angeles:

40-43 w.w.	(1)12.1-13.1(2)
Heavy fuel (PS 400)	(1)$1.25-1.5(2)
Light fuel (PS 300)	(1)$1.65-2.05(3)
Diesel fuel (PS 200)	(1)9.1-11(2)
Stove dist. (PS 100)	(1)9-12.5(2)

San Francisco:

40-43 w.w.	(1)12.6-15.6(1)
Heavy fuel (PS 400)	$1.50(2)
Light fuel (PS 300)	$2.10(2)
Diesel fuel (PS 200)	(1)10-11.5(1)
Stove dist. (PS 100)	(1)11.5-13.5(1)

Natural Gasoline

(Group 3 & Breckenridge prices are to blenders on freight Basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP 3

Grade 26-70	4(Sales)

FOB BRECKENRIDGE

Grade 26-70	3.5(Sales)

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OIL PRICE SECTION

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MARCH 13

CHICAGO DISTRICT PRICES

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline

86 Oct. R Prem.	(1)12.1-12.5(3)
99 Oct. R Reg.	(2)11.25-11.75(1)

Light Fuel Oils

Range oil	(1)10.25-10.9(1)
No. 2 Fuel	(2)9.25-10.125(1)

Heavy Fuel Oils

No. 5, low sulfur	x(2)7.5-7.58(1)x
No. 5, high sulfur	x(1)7.45-7.58(1)x
No. 6, low sulfur	----
No. 6, high sulfur	x(1)6.35-6.75(1)

WAX

WESTERN PENNA. (F.C., in Bulk)

White Crude Scale:

122-124 A.m.p.	(3)5.5-5.75(2)
124-126 A.m.p.	(3)5.5-5.75(2)

SEABOARD

Melting points are AMP, 2° higher than EMP. Prices are for carload lots; domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls.; fully refined in bags or cartons.

Crude Scale	New Orleans Export	N.Y. Domestic	N.Y. Export
124-6 Wh.	----	4.75(2)	4.75(2)
Fully Refined:			
123-5	6.35(2)	----	----
125-7	6.35(3)	----	(1)7.05-7.2(1)
128-30	6.35(3)	----	(1)7.05-7.2(1)
130-32	6.40(1)	----	7.15(1)
133-5	6.45(3)	----	(1)7.15-7.3(1)
135-7	6.6(2)	----	7.45(1)
138-40	7.05(3)	----	(1)7.75-7.9(1)
141-3	7.3(2)	----	(1)8.8-15(1)
143-51	10.05(1)	----	11.5(1)

NAPHTHAS AND SOLVENTS

(FOB Group 3)

Stoddard solvent	(2)10.375-10.625(1)
Cleaners naphtha	10.875(4)
V.M.&P. naphtha	(4)10.875-11.125(1)
Mineral Spirits	9.875(5)
Rubber solvent	(1)10.375-10.875(3)
Lacquer diluent	(2)11.125-11.375(2)
Benzol diluent	12.125(3)

WESTERN PENNA.

OH CITY:

Stoddard solvent	12.25(1)

Pittsburgh:

Untreated naphtha	12.75(1)
Stoddard solvent	(1)12.25-12(1)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

VM&P Naphtha	16.0
Mineral Spirits & Stoddard Solvent	15.0
Rubber Solvent	13.125

E. TEXAS (Truck Transpt.)

Stoddard Solvent	(1)10-10.75(1)

CENT. W. TEX. (Truck Transpt.)

Stoddard Solvent	10.25(1)

KANSAS (For Kan. Dest'n. only)

Stoddard Solvent	11.375(1)

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	15(4)	14(5)
Philadelphia	15(4)	(4)13-14(1)
Baltimore	----	13.5(3)
Boston	15.5(4)	14.5(5)
Providence	13.5(1)	14.5(1)

ATLANTIC & GULF COASTS

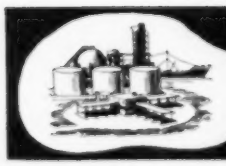
Prices are of refiners, FOB their refineries & tanker terminals, and of tanker terminal operators, FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	86 Oct. R Prem. Gasoline	90 Oct. R Prem. Gasoline	79 Oct. R Reg. Gasoline	83 Oct. R Reg. Gasoline	Kerosine No. 1 Fuel
N. Y. Harbor	(1)12-14.2(1)	----	----	(1)10.75-12.7(1)	(5)8.9-9.2(12)
do barges	(1)11.7-14.1(1)	13.45(1)	----	(1)10.5-11.5(1)	(3)8.8-9.1(12)
Albany	(1)13.95-14.3(1)	(1)13.95-14.2(1)	----	12.7(7)	(1)9.5-9.8(8)
Baltimore	(1)11.6-13.7(1)	(2)13.35-13.7(1)	----	(2)10.6-12.2(2)	9.3(10)
do barges	11.5(1)	13.25(1)	----	(1)10.5-12(1)	9.2(4)
Baton Rouge	11.6(1)	----	10.6(1)	----	9.2(1)
do barges	11.6(1)	----	10.6(1)	----	----
Boston	(1)12.2-14(2)	(1)13.75-14.5(1)	----	(1)11.2-12.5(8)	(1)8.95-9.5(10)
Charleston	(1)12.4-13.475(1)	13.45(1)	----	(1)11.4-11.75(1)	9.4(5)
Corpus Christi	12(1)	13(1)	----	11(2)	----
Houston	11.75(1)	(1)13.15-13.5(1)	----	(1)10.75-11.3(1)	(1)9.25-10.25(1)
do barges	(1)11.5-12(1)	(1)12-13.3(1)	----	(1)10.75-11.3(1)	(1)8.25-9.25(1)
Jacksonville	(1)12.6-12.8(4)	12.8(1)	----	(1)11.6-11.8(8)	10(11)
Miami	12.8(4)	----	----	11.8(4)	10(3)
Mobile	12.6(2)	12.6(1)	----	11.6(3)	9.8(4)
New Haven	(1)14-14.2(1)	14(1)	----	12.5(3)	(7)9.3-9.4(1)
New Orleans	(1)11.5-11.8(1)	----	10.8(1)	(1)10.75-10.8(1)	(1)9.45-9.5(4)
do barges	(1)11.5-11.8(1)	----	10.8(1)	(1)10.75-10.8(1)	8.95(1)
Norfolk	(1)12.1-12.3(1)	13.5(1)	----	(1)11.1-11.5(1)	(5)9.5-9.6(1)
Pensacola	12.6(1)	----	----	11.6(1)	9.8(2)
Philadelphia	(1)13.2-13.35(1)	(2)13.35-14.3(1)	----	(2)12.1-12.8(2)	(8)8.9-9.3(2)
do barges	(1)12.1-13.25(1)	13.25(1)	----	(1)12-12.1(1)	(7)8.8-9.2(1)
Port Everglades	12.8(4)	12.8(1)	----	11.8(6)	10(6)
Portland	(1)13.75-13.8(2)	(1)13.75-13.8(1)	----	(3)12.3-12.5(1)	9.6(8)
Providence	(1)13.75-14(2)	(1)13.75-14(1)	----	12.5(3)	(1)8.95-9.5(6)
Savannah	12.8(4)	12.8(1)	----	11.8(7)	10(9)
Tampa	(4)12.6-13.1(1)	12.6(1)	----	(5)11.6-12.1(2)	9.8(7)
Wilmington, N. C.	(2)12.05-13.45(1)	13.45(1)	----	(2)11.05-11.45(2)	9.5(7)

	No. 2 Fuel	Gas House Gas Oil	No. 5 Fuel (9-10 p.t.)	No. 5 Fuel (15-60 p.t.)	Diesel Oil Shore Plants (50 cet., 55 d.t.)
N.Y. Harbor	(3)7.8-8(15)	(1)8.1-8.3(1)	(10)$2.48-2.60(1)x	$2.25(1)	(5)8.4-8.5(1)
do barges	(2)7.4-7.9(11)	8.4(1)	(10)2.45-2.55(1)x	2.22(1)	----
Albany	(1)8.3-8.8(7)	9.3(1)	3.04(1)	----	9.2(3)
Baltimore	(1)7.8-8.2(8)	8.3(1)	2.48(1)	2.25(1)	(1)8.5-8.6(5)
do barges	(1)7.7-8.1(3)	----	2.45(1)	2.22(1)	----
Baton Rouge	7.9(1)	8.3(1)	----	1.96(1)	8.3(1)
do barges	7.9(1)	----	----	1.93(1)	----
Boston	(1)7.95-8.4(11)	9.3(1)	2.59(1)x	2.59(6)x	(5)8.8-9.0(1)
Charleston	8.6(3)	----	----	2.25(2)	8.7(2)
Houston	(2)8.25-8.5(1)	----	----	----	(1)7.2-8.5(1)
do barges	(1)7-7.25(1)	----	2.25(1)	----	----
Jacksonville	9.1(6)	----	----	----	9.1(6)
Miami	9.1(4)	----	----	----	9.1(2)
Mobile	9(2)	----	----	----	9(1)
New Haven	(1)7.8-8.1(7)	----	----	----	(2)8.5-8.6(1)
New Orleans	(1)8-8.2(3)	----	----	----	(1)8.2-8.6(2)
do barges	(1)7.75-8.2(1)	----	----	----	----
Norfolk	(1)8.6-8.8(1)	9(1)	----	2.25(2)	9(3)
Pensacola	9(1)	----	----	----	9(1)
Philadelphia	(8)7.8-8.2(2)	8.3(1)	2.60(2)	2.48(5)	8.2(6)
do barges	(7)7.7-8.1(1)	----	----	----	----
Port Everglades	9.1(4)	----	----	----	9.1(3)
Portland	8.5(8)	8.5(1)	----	----	(1)8.8-8.9(2)
Providence	(1)7.85-8.4(7)	8.5(1)	x(1)2.345-2.685(1)	2.585(2)	8.8(3)
Savannah	9.1(6)	----	----	2.42(1)	9.1(3)
Tampa	9(3)	----	----	----	9(6)
Wilmington, N. C.	8.6(7)	8.6(1)	----	----	8.7(2)

	No. 6 Fuel	No. 6 Fuel Barges	Bunker C Fuel Ships' Bunkers	Heavy Diesel Ships' Bunkers	Light Diesel Ships' Bunkers (45 cet., 45 d.t.)
N.Y. Harbor	(10)$1.80-2.60(1)	$1.90(13)	$1.90(11)	$2.28(3)	$3.53(5)
Albany	x2.20(1)	----	----	----	----
Baltimore	1.93(5)	1.90(3)	1.90(3)	3.28(1)	3.53(4)
Baton Rouge	1.63(1)	1.60(1)	1.60(2)	3.10(1)	3.35(1)
Boston	1.95(7)	1.95(6)	1.95(4)	----	3.61(3)
Charleston	1.88(2)	1.85(3)	1.85(3)x	----	3.53(2)
Corpus Christi	1.63(1)	x1.60(1)	(2)1.60-1.75(1)	3.15(1)	----
Houston	(2)1.60-1.85(1)x	(5)1.60-1.75(2)	(8)1.60-1.75(2)	3.10(5)	(5)3.35-3.36(1)
Jacksonville	1.87(6)x	x(4)1.88-1.95(2)	x(4)1.88-1.95(2)	----	3.82(4)
Miami	1.82(1)	1.80(2)	1.80(3)	----	3.82(1)
Mobile	1.75(1)	1.70(1)	1.70(1)	----	----
New Haven	1.90(2)	1.90(1)	1.90(1)	----	----
New Orleans	1.63(3)	1.60(3)	1.60(4)	3.10(2)	3.35(3)
Norfolk	1.93(3)	1.90(4)	1.90(4)	----	3.55(3)
Pensacola	----	x1.85(1)	x1.85(1)	----	----
Philadelphia	1.95(7)	1.90(7)	1.90(8)x	3.28(2)	3.53(5)
Pt. Everglades	1.83(2)	1.80(2)	1.80(3)	----	3.82(2)
Portland	1.98(2)	1.95(1)	1.95(1)	----	3.65(1)
Providence	1.92(3)	1.92(2)	1.92(3)	----	(1)3.57-3.61(1)
Savannah	1.88(14)x	1.85(14)x	1.85(8)x	----	(1)3.82-3.82(2)
Tampa	1.77(5)x	1.74(5)x	1.74(5)x	----	3.78(4)
Wilmington, N. C.	----	----	----	----	3.53(3)

Research octane ratings, indicated by the letter "R", are minimum ratings, Motor Method octane ratings, where used, are indicated by the letter "M".



ROY M. HENWOOD ASSOCIATES
ENGINEERS • ARCHITECTS
140 CEDAR STREET NEW YORK 6, N. Y.
Tel. WOrth 4-6485
ENGINEERING SERVICE TO THE PETROLEUM INDUSTRY

Refinery & Terminal Prices (Continued)

PRICES IN EFFECT MARCH 13

GULF COAST—CARGOES, DOMESTIC & EXPORT, ALL PORTS

Cargo prices are FOB ship at Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline	
Grade 115/145 (AN-F-48)	17.25(2)
Grade 100/130 (AN-F-48)	16(3)-16.25(1)
Grade 91/98 (AN-F-48)	14.5(1)-15.25(1)
Grade 80 (AN-F-48)	14.25(1)
Motor Gasoline Leaded	
86 Oct. R (Premium)	9.625(1)-9.75(1)-11(1)-11.25(1)
90 Oct. R (Premium)	10.375(1)-11(1)-11.5(2)-12(1)
75 Oct. R (Regular)	8(1)-9.25(1)-10(2)
83 Oct. R (Regular)	9.375(1)-9.5(1)-9.75(1)-10(2)-10.5(3)
70-72 Oct. M	8.625(1)-9(2)-9.25(2)
Kerosine & Light Fuels	
41-43 kerosine	8(3)-8.5(3)-9(2)
No. 2 Fuel	x6.375(1)-6.625(1)-6.75(2)-7(3)-7.25(1)-7.5(1)-8(1)
Diesel & Gas Oils	
43-47 Diesel index	6.875(1)-7.125(1)-7.25(1)
48-52 Diesel index	7(1)-7.25(1)-7.375(1)-7.5(1)
53-57 Diesel index	7.125(1)-7.375(1)-7.5(1)
Heavy Fuels	
No. 5 Fuel, 9-10 p.t.	$2.25(3)-$2.35(1)
Bunker C Fuel	$1.50(2)-$1.65(3)-$1.75(1)

Research octane ratings, indicated by the letter "R", are minimum ratings. Motor Method octane ratings where used, are indicated by the letter "M".

AVIATION GASOLINE & JET PROPULSION FUELS

(Prices are for tank cars, barge or truck transport lots; aviation gasolines meet Specification AN-F-48, unless otherwise noted; jet fuel meets AN-F-32.)

District	Aviation Gasoline Grade 115/145	Grade 100/130	Grade 91/98	Grade 80	Jet Fuel (JP-1-2)
New York, N. Y.	----	18.1(2)	(1)16.6-16.7(1)	(1)15.7-15.85(1)	----
Boston, Mass.	----	18.2(1)	16.7(1)	15.85(1)	----
Portland, Me.	----	----	----	17.8(1)	----
Phila., Pa.	----	----	----	----	----
Baltimore, Md.	----	18.1(1)	16.6(1)	15.85(1)	----
Norfolk, Va.	----	18.1(1)	16.6(1)	15.85(1)	----
Charleston, S. C.	----	18(1)	16.5(1)	15.75(1)	----
New Orleans, La. (Baton Rouge)	----	17(1)	15.5(1)	14.75(1)	----
Houston, Tex.	18.75(1)	17(2)	15.5(2)	14.75(2)	9.8(1)

LAKE PORT TERMINAL PRICES

	Buffalo	Cleveland	Detroit	Toledo
78-80 Oct. M (Prem.)	15(2)	------	------	------
74-76 Oct. M (Reg.)	13.5(2)	------	------	------
Kerosine	11.1(2)	------	------	10.75(1)
Diesel Fuel	10.4(2)	------	10.15(2)	9.25(1)
No. 1 Fuel	------	------	10.9(2)	10.35(2)
No. 2 Fuel	9.9(2)	------	10.15(2)	9.1(2)
No. 5 Fuel	------	8.7(1)	7.35(2)	(1)7.25-7.75(2)
No. 6 Fuel	7.7(2)	8.35(1)	7.1(2)	(1)7-7.5(2)

TANKER MARKET REPORT

(Ocean Freight Rates)

Supplied by Dietze Inc., New York, N. Y., oil & ship brokers and tank steamer chartering agents. All rates shown are on basis of tons of 2240 pounds, unless otherwise stated are for vessels over 14,000 TDW, and unless otherwise stated are in dollars per ton. For purposes of rate calculation only, it has been assumed that New York is the port of discharge wherever the range USNH appears. Approximate rates in cents per bbl. may be determined by dividing per-ton rate by following conversion factors: gasoline, 8.7; kerosine, 7.9; No. 2 fuel, 7.5; 30 gravity crude, 7.3; No. 5 fuel, 6.9; Bunker "C" fuel, 6.5.

			Last Paid	Owners Ask	Scheduled Rates 6/30/48
Gulf	New York	(Clean)	$ 2.00	$ 2.00	$ 2.85
		(Dirty)	1.92	1.85/2.14	2.83
NWI	U.K. Continent		4.26	4.26	6.55
Ras Tanura	U.K. Continent		6.81	6.27/7.00	10.90
Ras Tanura	USNH		7.30	7.62/8.26	12.70
Los Angeles	USNH		4.26	5.04	7.75

UNITED STATES FLAG

	VESSEL	TDW	CARGO	TRADE	RATE	LIFTING
2/28	Fort Hoskins	15,500	Dirty	USGulf/USNH	$1.85	March
3/1	La Brea Hills	15,000	Clean	USGulf/Gothenburg	5.36	Mid Mar.
3/1	Peralta	15,500	Dirty	USGulf/USNH	1.60	Late Mar.
3/1	Ponca City	15,500	Clean	USGulf/USNH	1.85	Early Mar.
3/2	Evans Creek	15,500	Dirty	NWI/USNH	1.70	Mid Mar.
3/2	Fort Meigs	15,500	Dirty	USGulf/USNH	1.91	Late Mar.
3/5	Bulkcrude	17,000	Clean	USGulf/USNH	2.00	Early Mar.
3/3	Winter Hill	15,500	Molasses	1 N.S. Cuba/USNH	2.23	March
3/3	Salem Maritime	15,500	Molasses	1 N.S. Cuba/USNH—2 consecs.	2.23	March
3/3	John Stagg	9,500	Molasses	1 N.S. Cuba/USNH	2.23	Mid Mar.
3/6	Fort Meigs	15,500	Dirty	Corpus Christi/Lake Charles	.60	Mid Mar.
3/7	Stony Creek	15,500	Dirty	Ras Tanura/Genoa	4.65	End May
3/7	Sweetwater	15,500	Dirty	Ras Tanura/Genoa	4.60	Early June
3/9	Sparrows Point	15,500	Dirty	NWI/USNH	1.69	Late Mar.
3/9	Caribbean	15,500	Dirty	NWI/USNH	1.82	Late Mar.
	Strattmore	9,500	Molasses	1 N.S. Cuba/USNH	2.23	Mid Mar.

FOREIGN FLAG

3/3	New Echota	15,500	Dirty	NWI/USNH	1.76	Mid Mar.
3/3	Sullys Hill	15,500	Dirty	NWI/USNH	1.76	Mid Mar.
3/3	Ionian Pioneer	7,000	Molasses	1 N.S. Cuba/USGulf—2 consecs.	2.23	Late Mar.
3/8	Olympic Flame	28,000	Dirty	NWI/USNH	1.80	Mid Mar.
	Charitas	15,500	Dirty	Abadan/UKCont.	54/7d	April
	Fenja	12,000	Dirty	Abadan/UKCont.	54/7d	Late May
	Indiana	7,500	Dirty	Abadan/Venice-Trieste Range	44/6d	March
	Rapallo	8,000	Dirty	Abadan/Venice-Trieste Range	44/6d	March
	Splendor	17,000	Dirty	Abadan/UKCont.	54/7d	April
	Standard	17,000	Dirty	Abadan/UKCont.	54/7d	April
	Omiros	10,000	Dirty	Caribbean/Lisbon	28/-d	Mar./Apr.
	Vandee	13,500	Dirty	Abadan/UKCont.	54/7d	April

PETROLATUMS

WESTERN PENNA.

(Bbls., carloads; tank car, 1 to 4.9c less.)

Snow White	(1)6.375-7.25(2)
Lily White	(1)6.125-6.375(1)
Cream White	(1)5.75-6.125(1)
Light Amber	(1)4-4.5(1)
Amber	(2)4.125-4.25(1)
Red	3.875(2)

LPG PRICES

(Of refiners, FOB refineries, in cents per gal., tank cars or transport trucks)

District	Commercial Propane	Industrial Propane	Commercial Butane	Industrial Butane
N.Y. Harbor	5.75(1)	5.75(1)	----	----
Philadelphia	x5.75(1)	x5.75(1)	----	----
Baltimore	----	----	----	----
Hastings	----	----	----	----

MID-CONTINENT LUBES AT GULF

(In packages, FAS, New Orleans; in bulk FOB terminals)

Bright Stock D color, Vis. at 210°	Steel Drums	Bulk
150 vis. 9-10 pp.	(1)29.5-30(1)	(1)18-19.8(1)

Neutral Oil	Col.	
200 vis.	3	15.3(1)

PACIFIC COAST

(In Ships' Bunkers, or Deep Tank Lots)	Diesel Fuel (P.S. 200)	Bunker C Fuel (P.S. 400)
San Pedro, Calif.	$3.25(4)	$1.25(4)
San Francisco	3.56(4)	$1.20(4)
Portland, Ore.	3.77(4)	$1.55(4)
Seattle, Wash.	3.77(4)	$1.55(4)

MEXICAN BUNKER PRICES

	Mexican Gulf Ports U. S. Dollars per Bbl. Bunker C (Ships' Bunkers)	Diesel (Ships' Bunkers)
Tampico	$1.60	$3.75
Veracruz	$1.60	
Minatitlan	$1.60	3.75
	Pacific Coast	
Guaymas	$3.16	$3.95
Manzanillo	3.16	3.60
Salina Cruz	3.16	3.50

LUBE COLORS GASOLINE
Fluorescent color for solvent extracted and additive lube oils.
• Petroleum Colors
PATENT CHEMICALS, INC.
PATERSON 4, N. J.

OIL PRICE SECTION

Tank Wagon Prices

Commercial or consumer tank car, tank wagon, dealer and service station prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 1.5c federal, and state taxes; also city and county taxes as indicated in footnote. Kerosine tank wagon prices also do not include taxes, kerosine taxes where issued are indicated in footnotes. Dealer discounts are shown in footnotes. These prices in effect March 13, 1950, as posted by principal marketing companies at their headquarters offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40c on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 3/100c; Ind. 2/25c; Kans. 1/100c; La. 1/32c; Miss. 5/200c; Mo. 1/25c; Neb. 2/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/23c; S. C. 1/8c; S. D. 1/40c; Tenn. 2/5c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/50c; Mich. 1/5c.

ATLANTIC REFINING

	Atlantic White Flash (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Philadelphia, Pa.	13.8	6.5	12.1
Pittsburgh	14.7	6.5	13.25
Allentown	14.4	6.5	12.7
Erie	14.7	6.5	13.25
Scranton	14.7	6.5	13.0
Altoona	14.7	6.5	13.25
Emporium	14.7	6.5	13.25
Indiana	14.7	6.5	13.25
Uniontown	14.7	6.5	13.25
Harrisburg	14.4	6.5	12.7
Williamsport	14.7	6.5	13.0
Dover, Del.	13.4	6.5	11.9
Wilmington	13.4	6.5	11.9
Boston, Mass.	13.7	4.5	....
Springfield	14.6	4.5	....
Worcester	14.0	4.5	....
Fall River	13.7	4.5	....
Hartford, Conn.	14.1	5.5	....
New Haven	13.8	5.5	....
Providence, R. I.	13.7	5.5	....
Atlantic City, N. J.	13.3	4.5	x11.9
Camden	13.3	4.5	x11.9
Trenton	13.3	4.5	12.2
Baltimore, Md.	13.2	6.5	....
Hagerstown	14.0	6.5	....
Richmond, Va.	13.4	7.5	13.0
Wilmington, N. C.	13.7	7.5	....
Brunswick, Ga.	15.3	8.5	....
Jacksonville, Fla.	14.6	8.5	....

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	14.60	16.5
Pittsburgh, Pa.	17.5	18.5

	Fuel Oils—T.W. 1	2	5	6
Phila., Pa.	12.1	10.8	x7.00	5.6
Pittsburgh	....	11.75	....	....
Allentown	12.7	11.4	....	....
Wilmington, Del.	11.9	10.9	....	....
Dover	....	10.9	....	....
Springfield, Mass.	....	11.7	....	....
Worcester	....	11.8	....	....
Hartford, Conn.	....	11.0	....	....

Notes:

Kerosine—Thru Penna. & Del., add 2c per gal. for t.w. deliveries of less than 25 gals. At the time Atlantic City & Camden, N. J. add 1c for deliveries of 100-299 gallons; 2c for deliveries of less than 100 gallons.

Gasoline T.W. prices are to dealers & consumers; kerosine T.W. prices to consumers.

Mineral Spirits prices also apply to Stoddard Solvent.

Effective date x March 2; x' Feb. 24 shown incorrectly in March 1 and x NEN.

CONT'L OIL

(N. B. Prices are Continental's "normal" prices. Current selling prices may be lower than "normal" because of local competition.)

	Conoco N-tane (regular) Tank	Demand (3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Colo.	14.8	13.8	7.5	14.7
Grand Junc.	17.2	16.2	7.5	17.1
Pueblo	15.6	14.6	7.5	15.5
Casper, Wyo.	15.7	14.7	6.5	15.0
Cheyenne	15.7	14.7	6.5	15.6
Billings, Mont.	17.0	....	7.5	16.5
Butte	18.0	....	7.5	18.2
Great Falls	17.0	....	7.5	18.2
Helena	17.5	16.5	7.5	18.2
Salt Lake, U.	16.4	15.4	5.5	16.5
Twin Falls, Ida.	19.1	18.1	7.5	19.2
Albuquer., N. M.	15.7	14.7	9.0	15.1
Roswell	14.8	13.8	9.0	14.4
Santa Fe	16.0	....	9.5	15.4
Muskogee, Okla.	14.0	13.0	8.0	12.9
Oklahoma City	14.0	13.0	8.0	12.9
Tulsa	14.0	13.0	8.0	12.9

Taxes:

Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Notes:

T.W. prices are to consumers and dealers.

HUMBLE OIL

	Humble (Regular) Tank Wagon	Retail	Gasoline Taxes
Dallas, Tex.	13.0	18.0	5.5
Ft. Worth	13.0	18.0	5.5
Houston	13.0	18.0	5.5
San Antonio	13.0	18.0	5.5

	Kerosine Tank Wagon	Retail
Dallas, Tex.	12.5	17.0
Ft. Worth	12.5	17.0
Houston	12.5	17.0
San Antonio	12.5	17.0

Notes:

T.W. prices are to all classes of dealers and consumers.

IMPERIAL OIL

	Esso Gasoline (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Hamilton, Ont.	23.0	11.0	23.7
Toronto	23.0	11.0	23.7
Brandon, Man.	29.3	9.0	30.0
Winnipeg	27.4	9.0	28.1
Regina, Sask.	26.2	10.0	26.9
Saskatoon	27.0	10.0	27.7
Edmonton, Alta.	21.4	9.0	22.1
Calgary	21.9	9.0	22.6
Vancouver, B. C.	21.6	10.0	24.2
Montreal, Que.	23.0	11.0	23.7
St. John, N. B.	21.0	13.0	22.7
Halifax, N. S.	21.0	13.0	22.7

Taxes:

Gasoline taxes are provincial taxes.

Notes:

Prices are per imperial gal. which is 1.2 U. S. gals.—T.W. prices are to divided & undivided dealers.

TEXAS CO.

	Fire-Chief Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	13.0	5.5	12.50
Fort Worth	13.0	5.5	12.50
Wichita Falls	13.0	5.5	12.50
Amarillo	13.0	5.5	12.50
Tyler	13.0	5.5	12.50
El Paso	15.0	5.5	13.85
San Angelo	13.0	5.5	12.50
Waco	13.0	5.5	12.50
Austin	13.0	5.5	12.50
Houston	13.0	5.5	12.50
San Antonio	13.0	5.5	12.50
Port Arthur	13.0	5.5	12.50

Notes:

Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

CALIFORNIA STANDARD

	CHEVRON (Regular) T.T.	Av. 80/87 T.T.	Gasoline Taxes	Base Kerosine T.T.
San. Fran., Cal.	14.1	17.6	6.0	18.1
Los Angeles	13.6	17.1	6.0	17.6
Fresno	15.5	19.0	6.0	19.5
Phoenix, Ariz.	17.1	20.6	6.5	21.1
Reno, Nev.	16.8	20.3	7.0	20.8
Portland, Ore.	14.7	18.2	7.5	20.2
Seattle, Wash.	14.7	18.2	8.0	20.2
Spokane	17.6	21.1	8.0	24.1
Tacoma	14.7	18.2	8.0	20.2
Boise, Idaho	19.5	23.0	7.5	28.5
Salt Lake, U.	16.4	19.4	5.5	16.5
Honolulu, T. H.	14.9	18.4	7.5	18.9
Fairbanks, Alaska	26.9	30.4	3.5	36.9
Juneau	16.1	19.6	3.5	21.6

Taxes:

Boise 7.5c tax applies to motor fuel only; avgas taxes are 1.5c federal, 2.5c state; Honolulu 7.5c tax applies to motor fuel only; avgas taxes are 1.5c federal, 4c territorial; Honolulu TT prices also do not include Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

California Standard (Cont.)

Notes:

Prices for Chevron Supreme (Premium) are 2c higher than Chevron (regular), except Utah which is 1.5c higher than Chevron (regular). Prices for Chevron Aviation 91/98 are 2c above Chevron Aviation 80/87; for Chevron Aviation 100/130; 5c above Chevron Aviation 80/87; for Chevron Aviation 115/145, 8c above Chevron Aviation 80/87.

Base kerosine t.t. prices, except at Salt Lake City, apply to deliveries of 40-199 gals. For other deliveries: less than 40 gals., add 4c; 200-399 gals., deduct 3c; 400 gals. & over, deduct 4c; tank car-truck trailer, deduct 5.5c.

ESSO STANDARD

	Esso Gasoline (Regular Grade) Gasoline T.W.	Gasoline Taxes	Kerosine T.W.
Atlantic City, N. J.	13.3	4.5	11.9
Newark	13.3	4.5	12.2
Baltimore, Md.	13.2	6.5	12.1
Cumberland	14.4	6.5	13.5
Washington, D. C.	13.6	5.5	12.5
Danville, Va.	14.1	7.5	13.7
Petersburg	13.7	7.5	13.3
Norfolk	13.0	7.5	12.6
Richmond	13.4	7.5	13.0
Roanoke	14.0	7.5	14.6
Charleston, W. Va.	15.0	6.5	14.7
Fairmont	14.9	6.5	15.0
Parkersburg	14.9	6.5	14.0
Wheeling	14.7	6.5	15.9
Charlotte, N. C.	14.7	8.5	13.4
Hickory	14.8	8.5	13.6
Mt. Airy	15.2	8.5	13.9
Raleigh	14.8	8.5	13.6
Salisbury	14.4	8.5	13.2
Charleston, S. C.	13.6	7.5	....
Columbia	14.8	7.5	....
Spartanburg	14.2	7.5	....
New Orleans, La.	13.5	10.5	12.3
Baton Rouge	13.2	10.5	12.0
Alexandria	14.5	10.5	13.2
Lake Charles	13.5	10.5	12.6
Shreveport	14.6	10.5	13.0
New Iberia	13.4	10.5	12.6
Knoxville, Tenn.	14.5	8.5	13.2
Memphis	14.2	8.5	13.0
Chattanooga	14.4	8.5	13.1
Nashville	14.7	8.5	13.5
Little Rock, Ark.	14.9	8.0	13.9

	Mineral Spirits T.W.	V.M.&P. T.W.
Newark, N. J.	15.0	16.5
Baltimore, Md.	17.5	....
Washington, D. C.	17.5	....

	FUEL OILS—T.W. No. 1	No. 2	No. 4	No. 6
Atlantic City, N.J.	11.9	11.2	....	....
Newark City, N.J.	12.2	11.0	$3.00	$2.456
Baltimore, Md.	12.1	11.2	$2.94	$2.20
Washington, D. C.	12.5	11.0	$3.10	$2.40
Norfolk, Va.	12.6	11.0	....	....
Danville	....	12.1	....	....
Petersburg	13.3	11.7	....	....
Richmond	13.0	11.4	....	....
Roanoke	....	13.0	....	....
Charlotte, N. C.	13.4	11.9	....	....
Hickory	13.6	12.2	....	....
Raleigh	13.6	12.4	....	....
Charleston, S. C.	....	11.2	....	....
Columbia	....	12.5	....	....
Spartanburg	....	11.7	....	....

Taxes: Louisiana kerosine prices do not include 1c state tax.

Kerosene & No. 1—Atlantic City prices are for deliveries of 300 gals. or more; for deliveries of 100-299 gals. add 1c to prices shown; for deliveries of less than 100 gals. add 2c to prices shown.

Naphtha—Newark t.w. prices are for deliveries of 200 gals. or more; less than 200 gals., 0.5c over posted t.w. prices; steel barrel deliveries, 6c over posted t.w. prices. Baltimore & Washington prices are for t.w. deliveries of 25-99 gals., no discounts.

Notes:

Gasoline T.W. prices are to consumers & dealers.

Effective 11-25-49, minimum retail resale price of 17.3c (ex tax) for Esso Gasoline posted throughout New Jersey.

Tank Wagon Prices (Continued)

SOCONY VACUUM

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Mobilgas Aircraft Grade 91 T.W.	Mobilgas Aircraft Grade 100 T.W.	Mobilgas (Regular Grade) T.C.	Mobilgas (Regular Grade) T.W.	Mobil Kerosine T.C.	Mobil Kerosine Yard	Mobil Kerosine T.W.	Mobilfuel Diesel T.C.	Mobilfuel Diesel T.W.	MOBILHEAT (No. 2 Fuel) T.C.	MOBILHEAT (No. 2 Fuel) Yard	MOBILHEAT (No. 2 Fuel) T.W.	S/V No. 4 Fuel T.W.	S/V No. 6 Fuel T.W.
New York City:																
Manh.	5.5	....	....	....	....	13.7	....	....	12.7	....	11.8	....	....	11.1	8.50	5.5
Bronx	5.5	....	....	....	....	13.7	....	10.0	12.0	....	11.8	....	8.2	11.2	8.50	5.0
Kings	5.5	....	....	....	....	13.7	9.2	9.8	12.7	8.5	11.8	7.8	8.1	11.1	8.50	5.5
Queens	5.5	....	....	....	....	13.7	....	....	12.7	....	11.8	....	....	11.1	8.50	5.5
Richmond	5.5	....	19.4	....	....	13.6	9.2	9.7	12.8	....	11.8	7.7	8.0	11.0	8.50	5.5
Albany, N. Y.	5.5	21.3	22.3	24.8	12.7	13.7	9.8	10.0	12.9	9.2	12.0	8.5	9.0	11.1	7.89	x5.86
Binghamton	5.5	....	....	....	13.7	14.8	11.2	11.4	14.3	10.6	13.1	10.1	10.3	12.6	....	....
Buffalo	5.5	20.5	21.5	24.2	13.5	14.5	11.1	11.3	14.4	10.4	13.3	9.9	10.1	12.8	....	8.9
Jamestown	5.5	21.8	....	....	13.6	14.7	11.1	11.3	14.6	....	13.0	9.9	10.1	12.5	....	....
Mt. Vernon	5.5	....	....	....	....	13.9	....	10.1	13.0	....	12.6	....	8.0	11.3	8.79	....
Plattsburg	5.5	....	....	....	....	15.0	11.0	11.0	....	....	....	10.0	10.2	12.8	....	....
Rochester	5.5	20.4	21.4	23.4	13.4	14.5	10.9	11.1	14.2	....	12.9	9.8	10.0	12.4	....	....
Syracuse	5.5	22.0	23.0	25.0	13.4	14.4	10.9	11.1	14.2	10.2	12.8	9.7	9.9	12.3	....	....
Bridgeport, Conn.	5.5	....	....	....	....	13.8	9.2	9.3	....	....	....	8.1	8.1	10.7	....	....
Danbury	5.5	....	....	....	....	14.2	....	10.8	....	....	....	....	9.8	11.9	....	....
Hartford	5.5	....	....	....	12.8	14.1	9.7	9.7	....	9.0	12.0	8.5	8.5	11.0	....	....
New Haven	5.5	20.3	....	....	12.5	13.8	9.3	9.3	....	8.6	11.9	8.1	8.1	10.7	....	....
Bangor, Me.	7.5	24.8	....	....	13.4	14.8	10.3	....	14.2	9.6	12.7	9.2	....	12.3	....	....
Portland	7.5	22.4	23.4	....	12.3	13.7	9.6	....	13.6	8.9	11.9	8.5	....	11.5	....	....
Boston, Mass.	4.5	19.0	20.0	22.0	12.5	13.7	9.5	....	13.6	8.8	11.9	8.8	....	11.5	....	....
Concord, N. H.	5.5	....	....	....	....	14.7	....	....	....	....	12.5	....	....	12.1	....	....
Lancaster	5.5	....	....	....	....	16.1	....	....	15.8	....	13.9	....	....	13.6	....	....
Manchester	5.5	....	....	....	....	14.2	....	....	14.5	....	12.6	....	....	12.2	....	....
Portsmouth	5.5	21.2	22.2	....	13.2	14.1	10.0	....	....	9.3	11.8	8.9	....	11.1	....	....
Providence, R. I.	5.5	18.9	19.9	21.9	12.5	13.7	9.5	10.1	13.4	8.8	12.0	8.4	8.8	11.6	....	....
Burlington, Vt.	6.5	....	....	....	13.6	14.6	10.8	10.8	....	10.1	12.9	9.3	9.3	11.9	....	....
Rutland	6.5	....	....	....	....	15.2	....	11.3	....	....	13.5	....	10.2	12.7	....	....

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	16.5	15.0	18.0	19.0	16.0	17.0	16.5
V.M.&P. Naphtha	18.5	16.5	19.5	25.5	17.5	19.0	18.5

Taxes: N.Y.C. prices do not include 2% city sales tax applicable to price of gasoline (ex tax).

Discounts:

Mobil Kerosine—Mt. Vernon T.W. less 0.5c for deliveries of 300 gals. or more. Following "voluntary discounts": Boston t.c., 0.4c; Providence t.c. & yard, 0.35c; Albany t.c. & yard, 0.3c.

Mobilfuel Diesel—All points, 0.5c for t.w. deliveries of 900 gals. or more.

Mobilheat—Mt. Vernon t.w. less 0.5c for deliveries of 300 gals. or more. Following "voluntary discounts": N.Y.C., Mt. Vernon, Bridgeport, Hartford and New Haven t.c. & yard, 0.3c; Albany t.c. & yard, 0.5c; Boston t.c., 0.55c; Providence t.c. & yard, 0.55c.

Notes:

Gasoline t.w. prices are to Consumers & Dealers.

Syracuse V.M.&P. price is in steel barrels. Jamestown t.c. prices are delivered prices; all other t.c. prices are FOB bulk terminals.

Effective date: x March 11.

OHIO STANDARD

	Gasoline Taxes	Aviation Gasoline-Cons. T.W. Sohio Avia. 62 Clear	Esso Avia. 80 Clear	Esso Avia. 91	Esso Avia. 100	Sohio X-70 Gasoline (Regular-Grade) Consumer T.W.	Resellers	S.S.	Naphthas & Solvents—Cons. T.W. S.R. Solvent	D.C. Naphtha	V.M.&P. Naphtha	Varsolene	Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	5.5	20.0	22.0	23.0	26.0	17.0	13.5	16.5	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Canton	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Cincinnati	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Cleveland	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Columbus	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Dayton	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Lima	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Mansfield	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Marion	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Portsmouth	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Toledo	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.30
Youngstown	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70
Zanesville	5.5	20.0	22.0	23.0	26.0	17.7	14.2	18.0	19.0	20.5	20.5	19.5	19.5	13.5	13.5	12.70

Taxes: Hangar operators can purchase aviation gasoline less 4c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.

Discounts: Esso Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.

Fuel Oils—Prices shown are for t.w. & drum deliveries of 50 gals. or more; prices for deliveries of less than 50 gals. are 0.5c higher.

Naphthas—To contract consumers off t.w. prices (except Lucas County): 200 to 999 gals., 0.5c; 1000 to 2499 gals., 0.75c; 2500 to 4999 gals., 1c; 5000 or more gals., 1.5c. Lucas County: less than 50 gals., tank wagon price; 50 to 249 gals., 0.5c; 250 to 499 gals., 1c; 500 gals. or over 1.5c.

Notes: Renown (third-grade) gasoline prices are same as X-70 unless otherwise noted. S.S. prices are at company-operated stations.

INDIANA STANDARD

Tank wagon prices listed below were obtained by NPN correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Red Cr'n. Cons. T.W.	Red Cr'n. Dir. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	100 gals. & over
Chicago, Ill.	17.5	15.5	4.5	15.3	....	....
South Bend, Ind.	18.0	16.5	5.5	15.8	14.3	13.3
Detroit, Mich.	16.9	15.4	4.5	14.7	13.8	12.8
St. Paul, Minn.	17.5	x13.4	6.5	15.6	13.7	12.7
Des Moines, Ia.	16.9	15.4	5.5	14.8	13.2	12.2
St. Louis, Mo.	16.7	15.2	4.5	14.6	12.8	11.8
Wichita, Kans.	14.8	13.4	6.5	13.0	11.2	10.2
Omaha, Nebr.	17.0	15.5	7.5	14.7	13.1	12.1
Fargo, N. D.	18.3	16.8	5.5	16.3	14.6	13.6
Huron, S. D.	18.2	16.7	5.5	16.2	14.5	13.5
Milwaukee, Wisc.	14.4	*11.9	5.5	15.5	14.0	13.0

Fuel Oils—T. W.—Chicago, Ill.	Standard Heater Oil	Stanolex Furnace Oil		Stanolex Fuel A	Stanolex Fuel C
1-99 gals.	14.8	13.8	1-749 gals.	9.6	8.45
100-149 gals.	13.8	....	750 gals. & over	8.85	7.7
150 gals. & over	13.3	....			
150-399 gals.	....	12.8			
400 gals. & over	....	12.3			

Taxes:

St. Louis, Mo. gasoline tax includes 1c city tax. Des Moines, Ia. kerosine and furnace oil prices do not include 4c state tax. State sales, occupation, consumer & use taxes to be added where applicable.

* Subnormal.

Effective date: x March 7.

KENTUCKY STANDARD

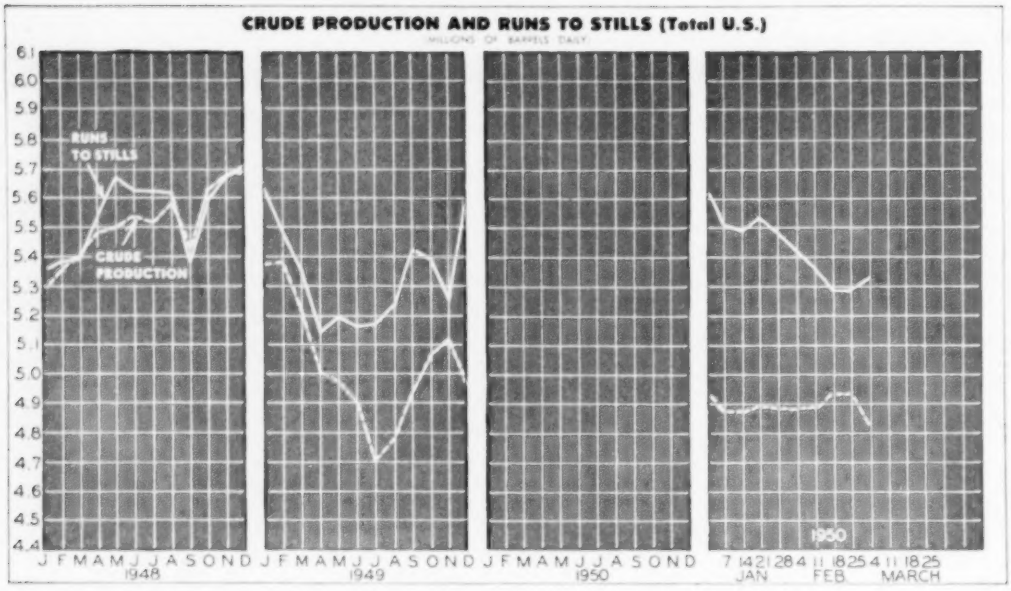
	Crown Net Dealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	13.3	8.5	14.8
Lexington	16.0	8.5	14.5
Louisville	14.7	8.5	13.8
Paducah	14.6	8.5	13.5
Jackson, Miss.	15.1	7.5	13.7
Vicksburg	14.6	7.5	13.2
Birmingham, Ala.	14.6	8.5	14.0
Mobile	14.4	9.5	13.5
Montgomery	15.2	9.5	14.1
Atlanta, Ga.	15.3	8.5	13.7
Augusta	15.8	8.5	14.4
Macon	15.3	8.5	13.8
Savannah	14.6	8.5	13.5
Jacksonville, Fla.	14.6	8.5	13.5
Miami	13.1	8.5	13.5
Pensacola	14.4	9.5	13.4
Tampa	12.5	8.5	13.5

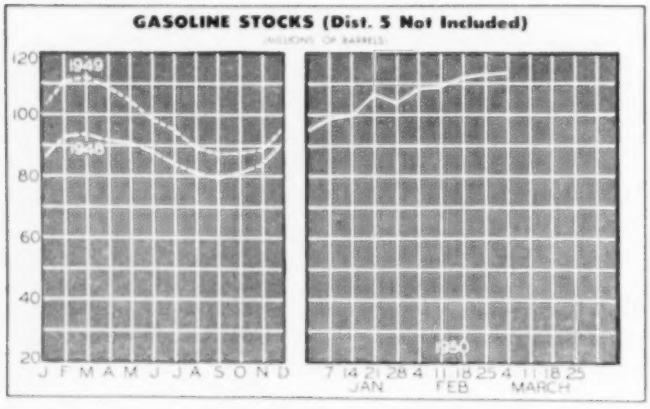
Taxes:

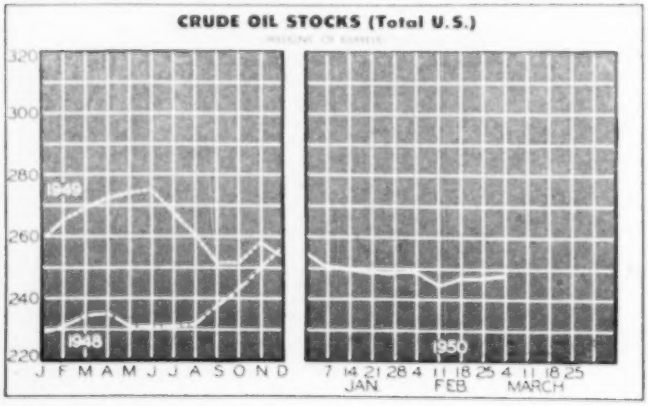
Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city. Other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

Notes:

Consumer t.w. prices are same as net dealer prices.







Crude Oil Stocks

(Bureau of Mines figures in thousands of barrels)

	Feb. 25	March 4	Change from Feb. 25
Pennsylvania Grade	2,784	2,776	—8
Other Appalachian	1,695	1,705	10
Lima-Mexigan	784	784	
Illinois-Indiana	10,414	10,054	—360
Arkansas	3,065	3,103	38
Kansas	7,976	8,164	188
Louisiana	14,705	15,601	896
North	3,675	3,673	—2
Gulf	11,230	12,018	788
Mississippi	2,449	2,420	—29
New Mexico	7,060	7,443	383
Oklahoma	27,274	26,675	—599
Texas	109,043	108,476	—567
East Texas	14,962	14,849	—113
West Texas	35,502	35,157	—345
Gulf Texas	25,325	27,299	1,974
Other Texas	27,152	26,785	—367
Panhandle	3,476	3,555	79
North	7,301	7,421	120
South	7,550	7,227	—323
Other	8,410	8,332	—78
Rocky Mountain	13,514	13,608	94
California (incl. Heavy)	97,502	97,814	312
Foreign	1,026	1,021	—5
Total Crude Stocks (U. S.)	245,590	246,451	861
Total Inventory in Bureau of Mines Bulk Crude Terminal	19,473	19,758	285

Penna. Crude Runs to Stills

(Compiled by National Petroleum Assn., from reports of all companies refining Penna. Grade Crude. Figures in b/d.)

Week Ended March 4, 1950	Week Ended Feb. 25, 1950	Week Ended March 5, 1949
55,346	54,769	57,862

REFINERY OPERATIONS

(American Petroleum Institute figures in thousands of barrels of 42 gallons each. Figures include reported totals plus estimate of unreported amounts and are therefore on a Bureau of Mines basis.)

Districts	Crude Runs to Stills: Daily Average Week Ended		Crude Runs to Stills: % Operated Week Ended		Gasoline Production at Refineries Inc. Natural Blended Week Ended		Kerosine Production Week Ended		Gas Oil & Dist. Fuel Oil Production Week Ended	
	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25
East Coast	790	744	78.5	74.0	2,308	2,324	229	282	1,162	1,208
Appalachian (Dist. 1)	86	87	72.9	73.7	269	284	32	47	113	91
Appalachian (Dist. 2)	75	69	100.0	92.0	231	221	42	39	83	84
Ind., Ill., Ky.	866	816	85.5	81.1	3,304	3,165	422	442	1,252	1,138
Okla., Kans., Mo.	427	450	76.7	85.6	1,669	1,742	142	220	561	620
Inland Texas	214	195	77.3	70.4	1,101	975	95	81	157	176
Texas Gulf Coast	1,205	1,260	76.2	79.6	4,013	4,128	650	663	1,728	1,580
Louisiana Gulf Coast	436	437	95.2	95.4	1,440	1,504	411	411	661	746
No. La. & Arkansas	80	82	83.3	85.4	181	182	33	38	88	81
Rocky Mt. (Dist. 3)	12	12	86.0	80.0	47	45	1		13	13
Other Rocky Mt. (Dist. 4)	177	174	80.5	78.1	579	562	49	39	226	234
California	848	842	79.5	78.9	2,545	2,573	49	212	999	919
Total U. S.—B. of M. Basis	*5,316	5,277	80.8	80.2	17,707	17,700	2,184	2,484	7,048	6,890
U. S.—B. of M. Basis, March 5, 1949	5,326		87.1		17,427		2,158		7,015	
East of California	4,468	4,435	81.0	80.4	15,162	15,130	2,135	2,272	6,048	5,571

* Includes 483,000 bbls. foreign crude runs.

Districts	Residual Fuel Oil Production Week Ended		Total Stocks Kerosine Week Ended		Total Stocks Gas Oil and Distillates Week Ended		Total Stocks Residual Fuel Oil Week Ended		Stocks of Finished and Unfinished Gasoline Week Ended		Per Cent Daily Refining Capacity Reported Week Ended
	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4	Feb. 25	Mar. 4
East Coast	1,608	1,465	7,020	7,794	15,406	18,887	9,085	9,628	27,517	27,131	100.0
Appalachian (Dist. 1)	68	76	280	365	490	621	249	249	2,744	2,822	90.3
Appalachian (Dist. 2)	114	94	96	103	143	161	105	111	1,115	1,102	97.3
Ind., Ill., Ky.	1,296	1,116	2,406	2,687	6,536	7,152	2,284	2,729	27,897	27,929	90.3
Okla., Kans., Mo.	430	451	551	456	3,066	3,126	836	873	14,285	14,156	82.8
Inland Texas	285	312	249	266	743	694	330	360	4,304	4,221	81.5
Texas Gulf Coast	1,563	1,463	2,038	2,056	9,713	10,048	4,941	5,295	16,843	26,188	97.2
Louisiana Gulf Coast	403	379	1,418	1,262	2,725	2,923	2,262	2,242	6,966	7,186	98.1
No. La. & Arkansas	99	105	292	267	647	469	260	290	3,542	3,690	72.6
Rocky Mt. (Dist. 3)	20	19	25	25	77	76	37	34	100	97	25.1
Other Rocky Mt. (Dist. 4)	253	268	223	185	1,449	1,433	516	518	5,061	4,866	88.7
California	2,082	2,107	780	761	16,278	16,460	25,028	26,133	29,834	29,890	91.1
Total U. S.—B. of M. Basis	*8,140	7,855	15,466	16,227	51,679	56,659	46,086	48,663	†134,209	133,888	92.7
U. S.—B. of M. Basis, March 5, 1949	8,395		18,099		52,108		50,978		‡126,266		
East of California	6,058	5,748	14,686	15,466	41,392	45,200	21,058	22,530	113,374	112,998	93.1

Unfinished gasoline stocks included are: (†) 8,772,000 bbls., (‡) 8,524,000 bbls.

Crude and Condensate Production

(API figures in barrels daily)
Week ended March 4

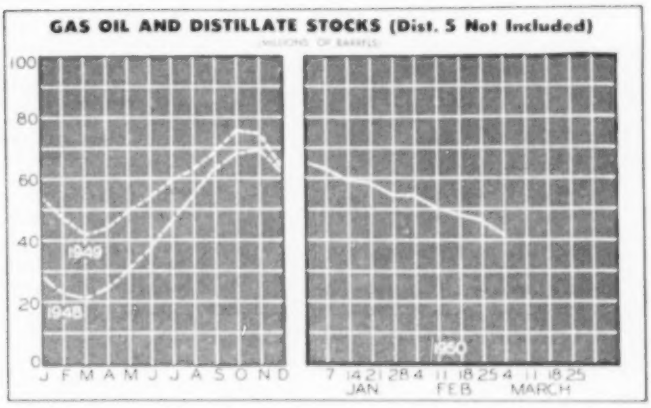
State	Crude & Condens.	Change from Previous Week
*New York-Pa.	39,850	— 200
Florida	1,000	— 100
*W. Virginia	7,200	— 850
*Virginia	100	
*Ohio S. E.	1,100	— 100
Ohio Other	3,350	— 300
Indiana	25,850	—1,750
Illinois	141,500	—2,050
Kentucky	25,200	— 450
Michigan	43,100	—1,750
Nebraska	** 4,550	— 200
Kansas	**276,400	—11,200
Oklahoma	**424,700	— 350
Texas:		
Dist. 1	25,500	— 100
Dist. 2	119,350	—1,650
Dist. 3	354,400	—20,200
Dist. 4	183,050	—1,600
Dist. 5	28,900	—5,300
East Texas	234,150	—10,650
Other Dist. 6	82,750	—2,250
Dist. 7-B	52,250	— 350
Dist. 7-C	51,600	— 100
Dist. 8	559,400	—25,900
Dist. 9	120,600	— 400
Dist. 10	40,150	— 150
Total, Texas	1,892,200	—42,600
North La.	128,750	— 500
Coastal La.	410,850	—20,000
Total La.	539,600	—20,500
Arkansas	66,100	— 50
Mississippi	105,100	—1,100
Alabama	1,750	— 50
N. Mex. S. E.	120,200	— 800
N. Mex. Other	500	
Wyoming	140,250	—4,150
Montana	21,250	— 100
Colorado	20,200	—1,500
Utah	2,500	
Calif.	967,300	—2,700
Total U. S.	4,909,250	—90,750

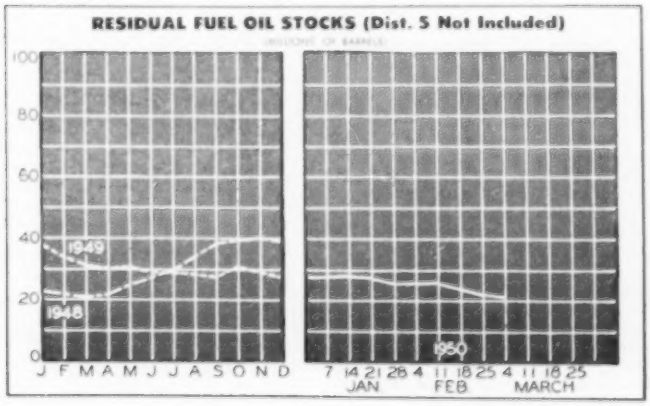
*Penna Grade crude (est.) 57,250 — 550

Breakdown of condensate production which is included in above table is as follows:

Arkansas	5,250	Texas	51,300
No. La.	9,800	Wyoming	700
Coastal La.	13,800	California	2,600
Mississippi	3,200		

** Okla., Kans., Neb. figures are for week ended 7 a. m. March 2, 1950.





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For Sale

1—5000 gal. Frue, tand. gas transp. $2500.00
1—4200 gal. Cert. & Stain. Steel SA gas transp. ..... $ 775.00
1—5150 gal. Cert. & Stain. Steel tand. gas transp. $1350.00

BLEWETT-HANSON TRAILER SALES
2910 University Ave. SE
Minneapolis 14, Minn. Gladstone 7959

FOR SALE

4,300 gallon 1949 Fruehauf, 4 compt. streamlined tank trailer, A-1 condition. $900.00

DRESSER PETROLEUM CO., INC.
Terre Haute, Ind.

Position Open

POSITION OPEN

A California major oil company with substantial production of LPG has opening for a properly qualified individual with a substantial record of marketing experience on this product, capable of managing this department. In replying, submit complete record of past experience, present connection, age, and salary expected. All replies will be held in strict confidence.

BOX 334

Position Open

SALESMAN

Executive type for Metropolitan Chicago

An excellent opportunity to connect with a growing independent distributor of major products. The man we are looking for must now be employed in Chicago area—have definite proof of his ability to produce and a thorough knowledge of gasoline, oil and T.B.A. sales. To this man we offer opportunity commensurate with his ability to produce and assume responsibility. Applicants reply in detail and state salary expected.

BOX 331

Position Wanted

POSITION WANTED: Young and industrious District Sales Manager desires a change of position. Several years experience and training in the oil industry. College degree. **BOX 338.**

POSITION WANTED: Ten years experience in Bulk Terminal operation from Barge and Tank Car loading and unloading, blending and compounding of oils, etc., to warehousing and shipment. Five years experience in service station operation. Self starter, aggressive, congenial. Age 35. **BOX 336.**

SALES MANAGER

With years successful experience marketing Nationally known brand high grade motor oils and greases. Wishes to locate outside present area in east.

BOX 337

NOW AVAILABLE

A Practical Handbook on TBA
. . . . And How to Sell It

"Let's Talk About TBA . . . And How to Sell It," represents the most comprehensive collection of know-how articles on TBA ever printed in one volume. It contains more than 20 "practical experience" articles reprinted from NATIONAL PETROLEUM NEWS and written by some of the industry's top-flight experts.

PRICE ..... **$1.00 per copy**

Quantity discounts will be allowed on all orders of 25 or more. Address your requests for copies to:

Book Department, National Petroleum News
1213 West Third Street, Cleveland 13, Ohio

(*See advertisement on page* 49.)

Self-Serve Insurance Rate Set at Conventional Level

NPN News Bureau

NEW YORK — Nationwide insurance rates for bodily injury and property damage at self-service stations have been brought down again to level prevailing for conventional stations.

Self-serve rates had been 50% above conventional rates since Dec. 1, 1949, in every state but Virginia, where the rate hike proposal was being studied by State Corporation Commission following vigorous objections by self-serve operators.

Spokesman for National Bureau of Casualty Underwriters (stock companies) and Mutual Casualty Insurance Rating Bureau (mutual companies) said rate withdrawal notices have been mailed to all state insurance supervisory authorities and Virginia application has been recalled. Letter to Virginia commission gave no reason for changing rate policy other than stating that insurance companies were deleting self-serve provision after "further consideration."

Self-Serve Opens TBA Merchandising Program

WHITTIER, Calif. — An intensive program of TBA merchandising is being started by Urich's Serve-Yourself Stations, Inc., marketing the Ben-Hur brand of gasoline through a chain of 15 serve-yourself stations. New manager of the TBA department of the Urich chain is Frank E. Nagle, for many years in the merchandising departments of B. F. Goodrich and Pennsylvania Rubber Co.

A stage has been reached in the development of serve-yourself stations, according to George B. Urich, head of the chain, when they can be made into one-stop operations supplying all the needs of the automotive patron. A large-scale campaign will be unfolded in the immediate future, Mr. Urich states.

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Culberson in Texas Race

AUSTIN, Tex. — Olin Culberson, whose term as a railroad commissioner does not expire until 1953, will run this year for governor of Texas on an economy platform. Governor Shivers is regarded as a certain candidate for election.

Sun Oil Co. Employes, Stockholders Told About Details, Status of Antitrust Suit

Robert G. Dunlop, president of Sun Oil Co., last week sent to employes and stockholders of the company a frank statement on the antitrust suit brought against the company by Attorney General McGrath. NATIONAL PETROLEUM NEWS is publishing Mr. Dunlop's statement in full because it is a clear, concise summary of Sun's position, especially of the relationship of a gasoline supplier with its dealers. The statement is noteworthy, too, for Mr. Dunlop's straightforward comment on the charges made by the Department of Justice, which he points out are of a "nebulous nature."

PHILADELPHIA—Following is the text of a statement to employes and stockholders of the Sun Oil Co., by Robert G. Dunlop, president, on the antitrust suit filed against the company by Attorney General McGrath:

In the belief that you desire to be fully informed regarding the antitrust charges recently brought against your company by Attorney General J. Howard McGrath, we are taking this means of reporting to you the nature of that suit and its status as of this date.

Moreover, we want you to know that the management of your company quickly denounced these charges as "erroneous and extravagant," called for a speedy trial and immediately took steps to resist to the fullest extent Mr. McGrath's unjust and baseless accusations. You can be sure that your company will fight this attack on its legal and moral integrity by all proper means within our ability.

The McGrath attack came in the form of a civil suit filed Jan. 12, 1950, in the Federal District Court at Philadelphia. This suit, in general terms and with little specification, charged your company with restraining and lessening competition through the alleged "coercive" enforcement of so-called "exclusive dealing" arrangements with service station dealers handling Sunoco products and automotive accessories.

Even though the charges were general and vague, your company on Feb. 1 filed formal answer to them, denying each accusation of alleged misconduct and characterizing the entire complaint as "baseless in fact and unsupported by law." In an effort to be able speedily to prepare its defense, and thus bring the case promptly to trial, your company on Feb. 3 requested Attorney General McGrath to give dates, names and places involved in the alleged violations.

For instance, your company in these questions, which the lawyers call "interrogatories," asked for the dates of the "exclusive dealing" contracts alleged by the Attorney General, names of the parties to such contracts and the circumstances of any "oral contracts, agreements or understandings," alleged by the complaint to be a part of an "exclusive dealing" arrangement. We requested the names of any Sunoco dealers or Sun competitors who had made complaint against your company, along with the nature of such complaints. We also requested information regarding the sales of gasolines, lubricants and automotive accessories by all suppliers of these commodities in Sun's 18-State and District of Columbia marketing area.

Since such information would be a necessary basis for the McGrath charges, our lawyers assumed that the Attorney General had it already in his possession and readily could produce it. But if the Attorney General has such information, he refuses to disclose it to us. As a matter of fact, in an answer to these questions, filed on behalf of the Attorney General on Feb. 17, his assistants frankly stated he "does not now know" the sales of gasolines made by the various companies in the Sun marketing area for the years 1930 to 1947, and that he "does not now have statistics" for sales of other petroleum products and automotive accessories in that area for the years 1928 to 1948.

Yet in his complaint filed more than a month previously, Attorney General McGrath charged that your company "beginning in or about 1928 and continuing to the date of the filing of this complaint," through the means of alleged "exclusive dealing" contracts, had "excluded" competitors "from access to a substantial part of the market for petroleum products and automotive accessories." But by the formal and sworn admission of his assistants, the Attorney General a month later says he "does not now have the statistics" which would be essential to proving the basic charge he has brought against your company.

"Vague and Unsubstantiated"

We cite this instance as demonstrating the vague and unsubstantiated nature of the charges against your company and the difficulty of joining the issue on a rational basis. Another illustration is found in Attorney General McGrath's response to the request to specify the written contracts and "oral contracts, agreements and understandings" alleged to be "exclusive" and "coercive." The Attorney General's assistants replied that his charges were based on Sun's "continuous business policy and course of conduct" since 1928 in regard to "all of the approximately 10,000* independent service station operators to whom it sells petroleum products and automotive accessories." The Attorney General's assistants went on, amazingly, to say that "said contract, condition, understanding and agreement with respect to any one of said service station operators cannot be identified by reference to a particular date and place, name and address, or person or persons, or to any single specific contract, agreement or understanding." This statement is an example of the nebulous nature of the McGrath charges.

Attorney General McGrath's assistants flatly refused to name any dealer, competitor or supplier of automotive accessories who had lodged a complaint against your company or on whose statement the charges were filed against Sun. Your company's lawyers thought requests for such information were reasonable and fair. It is a fundamental concept of American justice that the accused has a right to be confronted with his accusers. But the Attorney General's assistants asserted that such requests "seek discovery of privileged information" and that they "are vexatious and oppressive, and will seriously embarrass the United States in the enforcement of the Federal criminal (sic) laws." The suit against your company is not a criminal proceedings.

Your company has filed a motion with the court for an order requiring the Attorney General to make specific answers to those questions which he evaded and refused to answer.

** This figure was one of the few definite and specific averments in the McGrath complaint, but, as we pointed out in our answer, it was wrong. Sun had contracts with 6,573 independent station operators.*

Argument on this motion will take place on March 27.

Ready To Answer Questions

Meanwhile, in a counter move to our interrogatories, the Attorney General on Feb. 15 directed to Sun a series of questions seeking certain information apparently desired in his effort to sustain the charges against your company. Several of these inquiries demanded to know the number of service stations of various categories handling Sunoco products and the volume of Sun's gasoline, lubricating oil and automotive accessory sales in each of the states in the company's marketing area for each of the years 1928 to 1949, inclusive. Your company has not objected to giving to the Attorney General such information and, though it is a time and money consuming task of considerable magnitude, now is compiling the data.

Other questions of the Attorney General smacked of "fishing expedition" tactics. For instance, he demanded to know the names of all service station dealers whose supply contracts and leases were cancelled or terminated against the desire of such dealers during the period Jan. 1, 1937 to Jan. 12, 1950. Another question asked for the names and last known addresses of "all individuals who were at any time during the period Jan. 1, 1937 to the date of the filing of the complaint herein, in the employ of Sun Oil Co. holding the position of or performing the functions of company, division, regional, territorial or district sales managers, or salesmen, but who were not in the employ of Sun Oil Co. at the date of the filing of the complaint herein."

It is our belief that such information would serve no useful purpose. Presumably it is the intention of the Attorney General to interview each of those he asked to be named on the chance that he might elicit some statement hostile to your company. Nevertheless, we have nothing to hide and we shall give to the Attorney General as much of the information he requests as it is physically possible for us to supply.

Illustrates the Tactics

We cite these instances to indicate the nature of the tactics being used against us. The real issues, of course, are whether your company is (1) now a party to "coercive exclusive dealing" contracts and arrangements with service station dealers (2) whereby it has restrained and substantially lessened competition in petroleum products and automotive accessories in the 18 States and the District of Columbia where it has retail outlets. The Attorney General must produce facts to prove each of these contentions. We do not believe he can do so, because (1) we have no "exclusive dealing" contracts, agreements, understandings or arrangements with any dealers and (2) instead of restraining or lessening competition, we are prepared to show that over the years we have promoted competition throughout this marketing area to the great benefit of the motoring public by providing high quality petroleum products at reasonable prices.

A brief description of our present policies and methods will demonstrate the falsity of the charge of "exclusive dealing" arrangements. The essence of our marketing policy has been the distribution of Sunoco gasoline, lubricants and greases through service station dealers operating as independent business men. This is evidenced by the fact that the company at the time the suit was filed operated only 43 service stations as compared with 6,573 independently operated stations directly supplied by your company. The 43 company-operated stations are scattered throughout our marketing

Now... A NEW SELF-VENTING POURING SPOUT!

G.P.&F. STEEL CONTAINERS MILWAUKEE

POURING DRUMS AND PAILS

Easier For You to Fill . . . Easier For Your Customers to Use

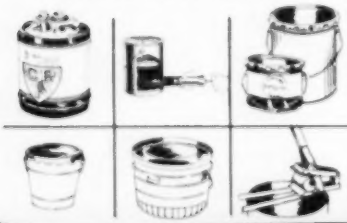
Here is a real improvement in pouring drums and pails. This new spout means fast, smooth pouring without gurgling. The self-venting feature eliminates the need for puncturing top of container or paying for expensive vents. It also means, faster, easier filling. Made of round, seamless tubing, slightly tapered at bottom, the spout pulls out to form a tight, leak-proof seal, with a natural tilt that facilitates pouring. The air-vent spout is inserted into an inner seal, which in turn, is closed into a 75MM nozzle.

The spout can be shipped to you separately, so 75MM opening can be used for filling. Tool is furnished for inserting the spout after container is filled. Even with spout inserted, filling is easier and faster, because spout has larger diameter than ordinary pull-out type.

G. P. & F. Pouring Containers are also made with all types of standard pouring equipment.

SIZES: Lug covered pouring pails are obtainable in 2½ to 6½ gallon sizes . . . drums in 5 gallon sizes.

OTHER G.P.&F. CONTAINERS



G.P.&F. DOME TOP UTILITY CAN . . . 5 gal. and 40 lb. sizes. 26 and 28 gauge steel.

G.P.&F. E-Z-FILL GREASE GUN LOADER Container. Grease is drawn directly into gun without removing cover of pail. Fast, clean, economical . . . also standard 25, 35 and 50 lb. GREASE PAILS, FLARING PAILS, GALVANIZED HALF BUSHEL BASKETS.

G.P.&F. CAN CRUSHER

Crushes empty 1 quart cans with a single stroke. Saves over 60% of filling station storage and haul-away costs. Keeps stations neat and clean.

G.P.&F. STEEL CONTAINERS MILWAUKEE

GEUDER, PAESCHKE & FREY CO.

425 NORTH 15TH STREET • MILWAUKEE 3, WISCONSIN

Manufacturer of MET-L-TOP Ironing Tables

area and are used for educating present or prospective independent dealers and their employees and as clinics for testing new and improved merchandising methods for the benefit of all dealers handling Sunoco products.

The 6,573 independent service station dealers fall into two classes: (1) those (totaling 1,846) who lease their stations from the company (which owns the stations or leases them from a third party) and (2) those (totaling 4,727) who own their stations or lease them directly from a third party. In either case, these dealers are independent business men and are so treated by your company. They use their own money and credit to buy their stocks of oil products and automotive accessories. Each establishes prices for his goods and services to meet the competitive conditions of his community. Each hires his employees and fixes their hours of work and rates of pay.

Types of Agreements

With the first group, we have real estate leases with provisions that are usual in any agreement between landlord and tenant and similar to the terms of a lease for a house, apartment or a retail store in any line of business. With both groups we have a "Dealer's Agreement," which is a supply contract, under the terms of which your company lends the dealer certain petroleum dispensing equipment, such as pumps, tanks and motor oil racks, and agrees to deliver to him specified minimum and maximum monthly quantities of gasoline at posted tankwagon prices, along with certain quantities of motor oil and greases. The minimum monthly specified requirements of motor fuel which a dealer agrees to purchase are based upon 75% of his purchases for the same month of the previous year. This agreement provides that it may be cancelled for failure on the part of the dealer to purchase the minimum requirement only in the case of default in any two calendar months within any 12-month period of the term of the agreement. The dealer likewise has the right to cancel the contract if the company fails to make the deliveries to which it is committed in any two calendar months in a like period. The dealer also agrees not to adulterate, mix or blend any trade-marked or branded Sunoco product.

Copies of both Real Estate Lease and Dealer's Agreement now in use by your company were made part of our answer filed in the District Court, with the observation that they "speak for themselves." The entire agreement between the dealers and your company is contained in these two written documents. No supplementary supply agreements, written or oral, have in any case been entered into by your company or, with its knowledge, by any person authorized to bind it.

Sold on Competitive Basis

We have no written contracts or agreements with dealers regarding automotive accessories. Your company offers to sell various types of automotive accessories (such as tires, batteries, spark plugs, antifreezes, polishes, cleaning fluids, etc.) to dealers. These are sold on a competitive quality, price and delivery basis and dealers, as we have frequently pointed out, are free to purchase or reject all or any part of such lines of products. These sales have no exclusive features and there are few if any Sunoco dealers who do not handle accessories acquired otherwise than from your company.

Your company, therefore, does not have any "exclusive dealing" contracts or arrangements which prohibit dealers from handling competitive products, nor do its leases, dealer

• The hardest, dirtiest wash-rack service won't damage plunger or packing of a Rotary Lift equipped with the new Pressure Seal Wiper.

As the lift is lowered, the wiper maintains a liquid-tight, grit-proof seal. Sand and soapy water are "squee-geed" off the polished surface of the plunger, leaving only a thin film of oil. Packing lasts indefinitely.

The Pressure Seal Wiper, exclusive with Rotary, eliminates lube fittings on the packing gland, outlasts old-style felt friction wipers by years. Catalog 116 describes other Rotary exclusive features. Write for it today.

Rotary LIFTS

ROTARY LIFT CO., 1144 KANSAS, MEMPHIS, TENN.

agreements or business practices seek to compel dealers to handle only petroleum products and automotive accessories sold by your company. Of course we try by means of persuasion, salesmanship and advertising to disseminate an understanding and knowledge of the quality and price advantages of Sunoco products and services and thereby to sell increased quantities of our gasoline, motor oils and lubricants to dealers. But there is nothing "coercive" about such activities. Quite to the contrary, they are the factors which have contributed so materially to the high standards enjoyed by the American people as a result of competitive enterprise.

The McGrath complaint contains 18 enumerations of alleged provisions in contracts and arrangements Sun "now" has with dealers, held to require "exclusive dealing." Eight of these provisions have not been in any contract used by your company since 1937; two were abandoned in May 1949; three more were never contained in any Sun contract and the remaining five are misstatements or distortions of currently used contract forms.

Not only is it untrue that your company now has any "exclusive dealing" contracts but it is likewise untrue, as contended by the Attorney General, that your company engages in practices of either favoritism or discrimination in its dealings with service station operators. Your company always has pursued the single, fair, forthright policy of equal treatment for all in like circumstances in all of its dealings with customers, employees, stockholders, royalty-holders, suppliers and all others with whom it does business or has contacts.

Fosters Competition

Regarding the charge of restricting competition, the Attorney General argues Sun has so conducted its business (as alleged and denied above) that it has "foreclosed to competition" the market for petroleum products and automotive accessories in the 18 States and the District of Columbia where your company has retail outlets. Such a contention is, of course, absurd. In his complaint Mr. McGrath offered only one statement in substantiation of that contention. He said that "Sun's annual sales of gasoline increased from 7,700,000 bbls. in 1928 (subsequently corrected to 1929) to 30,245,000 bbls. in 1948, representing an increase of from 5.1% of the total sales in the Sun market area by all companies in 1928 (corrected to 1929) to 8.5% of said sales made in the Sun market area by all companies in 1948."

Ever since your company in April 1927 first seriously entered the market with a branded gasoline, it constantly has won increasing public favor and acceptance. This was the direct result of a progressive improvement in the quality of Sunoco gasoline through the successive development of refining technology, with which you are fully familiar. Instead of evidencing any restraint or lessening of competition, this increasing public acceptance of Sunoco gasoline stands as eloquent testimony of the vigorous policy of aggressive competition consistently followed by your company.

Strongly Competitive Market

The Sun marketing territory, excluding Florida, comprises the northeastern section of the United States. In no part of this country is competition in the sale of petroleum products so sharp as it is in this area. Throughout this territory scores of suppliers of all sizes today are fighting vigorously for the favor of the motoring public. Over the years this competition has increased and the door remains wide open for any supplier who wishes to enter this area.

As a result, in no section of America does the public more fully receive the advantages of competition in con-

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Next best thing to a Fire Engine

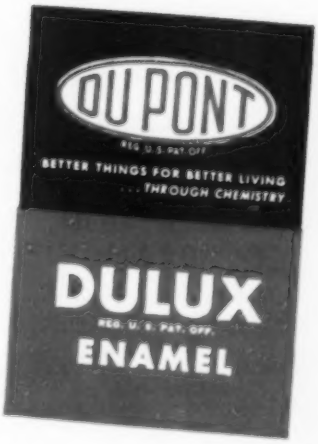
Tank trucks finished in smart DULUX colors get more attention wherever they go

Perhaps more than you realize, tank trucks with a bright, spick-and-span appearance gain respect and admiration for your organization . . . win you more business in the long run. This is one important reason why handsome, satin-smooth DULUX is standard on so many tank-truck fleets today.

But there are other reasons. Along with giving your public relations a healthy boost, durable DULUX makes fleet maintenance easier. It stands up exceptionally well to hard knocks, staining and weathering. And after rough treatment on the road, the sparkling color and gloss of DULUX can be fully restored with a quick wipedown.

So specify Du Pont DULUX for maintenance economy through less paint shop "down time". . . specify DULUX for a snappy appearance that people will admire wherever your tank trucks go!

E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.



stantly improved gasoline and other oil products and services and in reasonable prices. This fact stands out in all national surveys of gasoline octane-number and prices. Your company is proud of the contributions it has made in bringing about this healthy competitive situation.

We always have welcomed competition as a spur to our own efficiency and to better service for the public. As one of the smaller units in the oil industry, we constantly have fought for free markets and an open door of opportunity. The management of your company has never thought it had "any divine right to a place or share in this industry," but on the contrary has believed that "he who serves the public best on quality and price is entitled to the business." That always has been Sun's policy and it is our policy today.

We want your wholehearted interest and support in resisting the unjustified McGrath charges. We shall leave no stone unturned in our effort to resist these charges and we shall keep you fully informed. We ask that you keep your friends and neighbors informed of the falsity of the charges. Should you desire a copy of the Attorney General's complaint, our answer thereto and the interrogatories filed by your company and the Attorney General, or additional copies of this letter, we would be pleased to forward them upon request.

Buffalo TANKS

Serving the Petroleum and Process Industries

OIL AND GAS TANKS
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Minimum Wage for Refining Industry Proposed: OWIU Lists 2 Mandatory Pension Plan Rules

Refiners may have to pay a specified minimum wage to production workers if they want to obtain government contracts. The Wage and Hour and Public Contracts Division of the Labor Department is preparing to establish minimum wages for production employes of all members of the oil refining industry interested in getting government business.

New pay floor is to be based on the prevailing minimum wage in the industry. It is the first time such action has been attempted for the oil industry. The minimum will be set up under the Walsh-Healey Public Contracts Act which authorized the Labor Department to set a minimum wage for any industry as a prerequisite to obtaining government business.

Move to set up a Walsh-Healey minimum for refiners is one of the first steps in a general plan, McComb explained, to take in all this country's major industries. Walsh-Healey minimums now apply only to a few such industries as textiles, fertilizer, furniture and tobacco.

At this stage, McComb's division has just contacted the National Petroleum Assn. and American Petroleum Institute to get suggestions as to whom to invite to an informal meeting here to discuss the project of going into the refining industry. No date has been set for this meeting, attendance at which would be by invitation only.

Refiners would have the opportunity, at the conference, to oppose or favor a Walsh-Healey minimum wage.

Next step after this conference would be for division to ask Bureau of Labor Statistics to conduct for it a wage survey of the refining industry. To get information for the study BLS would require refiners with government contracts, or those desirous of getting them, to submit copies of their pay rolls on a confidential basis.

Following completion of this study the division would hold a public hearing, at which refiners could voice their opinions as to what the minimum wage should be.

Under the law refiners would have the right to refuse to adopt the minimum established following this hearing. In doing so, however, they would forfeit their rights to obtain any government contracts.

Pension Plan Requirements

The Oil Workers International Union (CIO) will not sign contracts with oil companies which fail to meet two "mandatory requirements" for pension plans, "unless very unusual circumstances prevail and the international president (O. A. Knight) gives his approval," according to publication sent to union members.

In the same issue OWIU made known establishment of a new Committee on Fair Employment Practices, headed by A. R. Kinstley, international vice president. Purpose of committee, union says, "will be to seek non-discrimination because of race in employment in plants organized by OWIU."

Mandatory requirements for future pension plans are:

"1. All plans must provide that the employe shall at all times have a vested right to all money he has contributed to such plan; and the employe shall have a vested right to all money contributed by the company, after a given number of years of service.

"2. All plans must contain a provision that in the event of a strike or lockout there shall be no impairment or abrogation of the plan or of the rights of the employe."

OWIU publication carried parenthetical note saying that "pension plan recently negotiated with Sinclair meets both these requirements."

Provisions made mandatory were suggested by OWIU's National Policy Committee. Committee made six other recommendations, which were termed "suggestions which do not necessarily have to be followed if impractical in a local case," OWIU said:

Other Recommendations

"The committee recommended that the following points, although not absolutely mandatory, be included in all pension plans:

"1. The plan should provide the highest possible degree of union participation in its administration. Any plan should be administered by the union or by a joint committee representing the union and the employer, and, if necessary, should provide for a third party to act as impartial umpire.

"2. Each bargaining unit should attempt to negotiate a plan which would provide that the entire cost of the plan be paid by the company; however, the committee stated that it did not believe that the union should be restricted from negotiating contributory plans if through that type of plan they could obtain more than through a non-contributory plan.

"3. Non-contributory plans — those paid for entirely by the companies — should provide a minimum pension of at least $100 a month. Contributory plans — those to which the employe contributes — should provide at least a $125 minimum.

"4. The retirement of an employe

at an age earlier than that provided in the plan for normal retirement should not be considered the option of the employer; requests for early retirement should be honored if such requests are made either by the company or the employe, with final decision to be made by agreement between employer and the union.

"5. All plans should contain provisions that any employe could arrange for continuation of his pension rights when on authorized leave of absence, including union leave.

"6. All plans should provide that any employe retiring on pension be guaranteed that his insurance under any group life insurance policy held through the company would be continued in force at the expense of the company."

Drivers' 'No' Hits Distributor

Fear that he will have to go out of business because his 14 drivers have refused to join AFL Teamsters' Union was expressed March 10 by Thomas F. Hanney, owner of Hanney Fuel Oil Co., Socony-Vacuum distributor in Brooklyn.

Employes at five terminals won't load his trucks in view of his drivers' stand, Mr. Hanney said. Also, he added, Socony-Vacuum has notified him his supply contract will not be renewed when it expires May 31. Socony-Vacuum said contract cancellation was for "purely business reasons" and had no connection with Hanney's labor situation.

Hanney drivers have an independent shop union and a two-year contract which does not expire until July 1. This assures them minimum of $70 per week, and they earn $100 to $125 with a system of bonuses for number of gallons delivered. Also, they get three-week vacations.

The teamsters' contract proffered Hanney drivers calls for a $73 minimum with two-week vacations, and overtime, which the union says enables its members to earn seasonal wages of $150 per week.

However, Mr. Hanney points out, his men have year-round employment, while the others are on the job an average of four or five months a year.

Pipe Line Revenue Up 1.1%

WASHINGTON—Operating revenue of 45 large pipe line companies during fourth quarter 1949 totaled $19,241,092, increasing 1.1% over fourth quarter 1948, according to company reports as compiled by Interstate Commerce Commission's Bureau of Transport Economics and Statistics.

Covering all companies with operating revenues of more than $500,000 annually, bureau's study also showed that companies originated on line and received from connections 594,885,774 bbls. of oil during fourth quarter 1949, as compared with 669,202,595 during same quarter a year ago.

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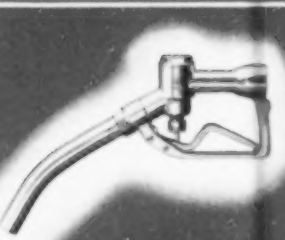
U-141-F Bronze with "No-Control" whipper [illegible]. Fits practically all motor pumps.



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P-2022-B Bronze Fuel Oil Nozzle for delivery to underground storage tanks. Fast, smooth delivery.

About Oil People

John Howren, president of the Holsten Oil Co. of Johnson City, Tenn., has been named acting president of the Tennessee Oil Men's Assn. to take the place of the late Sam Campbell, Jr., who died on Jan. 29. Mr. Howren was vice president of the association.

R. S. Kennedy, president of Kennedy Oil of Knoxville, becomes acting vice president for Eastern Tennessee.

The two positions will be filled permanently at the association's meeting at Knoxville on April 23, 24 and 25.

* * *

Ohio Oil Co. Vice President **C. Z. Hardwick** was named chairman of the Oil Industry Information Committee for Kentucky, Ohio and Tennessee at a meeting of the tri-state committee in Cincinnati March 1.

Chosen executive vice chairman was **Ray Fenner,** who handles personnel and public relations for Pure Oil Co. in the three-state area. Plans were made at the meeting to expand the work of local committees, whose members now total more than 700.

* * *

William D. Cooksey, Sinclair agent at Gaffney, S. C., for five years, recently was elected to the city council. It was his first bid for political office.

Mr. Thuren

Mr. Bodman

Mr. Sipp

Newly organized expansion program of Magie Brothers, Chicago, into industrial lubricants is being guided by three men new to company's sales force. **Samuel W. Bodman, Jr.,** has been appointed sales manager of the metalworking division. **Arthur I. Thuren** and **John P. Sipp** have been named salesmen. Their total sales experience with industrial lubricants and core binders totals 40 years.

Mr. Bodman is a graduate of Illinois Wesleyan university, Bloomington, Ill., and came to Chicago several years ago. Mr. Sipp's entire sales experience has been among foundries and metal fabricating plants in the Chicago region. Mr. Thuren, for the past 10 years, has been selling among the mills and metal working plants in the Gary-Calumet region. Prior to 10 years ago, he was engaged in oil sales and oil advertising in New England.

* * *

W. R. Remalia has been appointed manager of the economics department of Pan-Am Southern Corp., with headquarters at New Orleans. Mr. Remalia has been with Standard of Indiana, Pan-Am's parent company, since his graduation from Carnegie Tech in 1938. His last position with Standard of Indiana was as senior coordinating analyst in the distribution economics department.

Mr. Remalia will be in charge of all Pan-Am economic studies.

* * *

W. S. Kotch has been elected 1950 chairman of Arkansas Oil Industry Information Committee. Mr. Kotch, Arkansas state marketing manager for Magnolia Petroleum Co., was chosen at a recent committee meeting in Little Rock, Ark., to succeed **T. M. Martin,** president of Lion Oil Co., El Dorado, Ark. The latter had led the Arkansas state unit of Gulf-Southwest OIIC district for two years.

B. B. Howard (standing left) is shown receiving his 30-year service button from chairman of the board Frank W. Abrams. Standard Oil Co. (N. J.). Mr. Howard is a member of the board. Seated around the table left to right are: J. O. Larson, assistant secretary of the company, and directors S. P. Coleman, C. F. Smith, M. J. Rathbone, R. T. Haslam, J. R. Suman, J. E. Crane, and E. E. Soubry. Mr. Howard was general manager of the company's marine department from Oct. 6, 1939, until he was elected a director on Aug. 31, 1945. During World War II, he served with the War Shipping Administration on overseas assignments. He also was president of War Emergency Tankers, Inc. Mr. Howard is a member of the board of managers of the American Bureau of Shipping

(Partial view of the enormous new lubricating oil plant at Lake Charles, La., where this great new oil is processed.)

"ANTI-FOULING" OIL made by the Remarkable new "HEART-CUT" PROCESS

This new oil—the best known to science... gives you a cleaner engine...more economy ...minimum carbon residue.

It's here now! The remarkable motor oil from the giant new $42,000,000 lubricating oil plant at Lake Charles, La. The plant that's been the big talk of the oil industry for months.

New Premium Koolmotor is made by the unique "Heart-Cut" Process which retains only the choicest part of the finest crudes. *It's so superior that in recent engine tests it outscored nine other major premium motor oils.* No wonder Premium Koolmotor is better in every way! Cleans better, seals better, cools better and fights acid, sludge and corrosion far more effectively. Switch to this remarkable new oil today.

start saving Dollars today...stop at

CITIES SERVICE

ABOUT OIL PEOPLE

Mr. Rosenstiehl

F. E. Rosenstiehl is Texaco's new manager of lubrication sales. Mr. Rosenstiehl joined Texaco in 1918 at the Bayonne laboratory. He held various positions in the technical and research divisions, and at the time of his promotion was assistant manager of the research division.

Mr. Rosenstiehl is a graduate of Brooklyn Polytechnic Institute.

* * *

New chairman of the Ohio Oil Industry Information Committee is **W. A. Bourne,** who is with Gulf at Toledo. Five regional vice chairmen are: **R. L. Isselhardt,** Cities Service, Cleveland; **Leo Tonjes,** Pearl Oil Co., Bowling Green; **Evart Porter,** Standard of Ohio, Zanesville; **Glenn Douglass,** Champion Service Co., Hamilton; **J. H. Askren,** Pure Oil, Columbus.

Special activity vice chairmen are: **W. J. Loufman,** Fleet-Wing, Cleveland, speakers; **L. S. Auerbach,** Gulf, Cleveland, press and radio. **Robert A. Warfel,** Ohio Petroleum Marketers Assn., was re-elected secretary.

* * *

W. R. Boyd, Jr., former president of American Petroleum Institute, and **C. E. Childs** have purchased the interest of **W. A. Parker** in the Fairfield State Bank, Fairfield, Texas. Mr. Boyd, a charter stockholder in the bank, will serve as chairman of the board, but will not be active in the bank's management.

* * *

J. E. Kelley, J. E. Kelley & Co., has established offices in Houston to engage in oil and chartering brokerage. Previously with C. J. Thibodeaux & Co., Houston, and former vice president and general manager of Republic Oil & Refining Co., Texas City, Texas, Mr. Kelley is affiliated in his new enterprise with Beacon Petroleum Co. of Tulsa.

* * *

William W. Stillman, commercial salesman of the San Diego district of the Los Angeles division of Shell Oil, won the award "salesman of the year" in the company's first annual contest. Mr. Stillman won an all-expense trip to San Francisco.

James W. Cameron, dealer salesman of the Boise district of the Portland division, was chosen runner-up, winning $100 in cash.

Mr. Stillman, who won Southern California divisional contests twice during the seven-month period of the contest, joined Shell in 1928 as a service station operator in Hollywood.

* * *

John B. Erickson, assistant division manager for Southern California, has been named manager of the Utah-Nevada division of General Petroleum.

Mr. Erickson

He succeeds **V. I. Powels,** who has resigned from GP.

In his new post, Mr. Erickson will make his headquarters in Salt Lake City and will be the company's principal marketing representative in Utah, Nevada and eastern Idaho.

A veteran of 18 years in petroleum marketing with GP, Mr. Erickson started with the company as a service station attendant.

CUT DELIVERY COSTS

with this ECONOMY PUMP!

MODEL NO. 906

This TOKHEIM POWER PACK PUMP will help cut your delivery costs on single or split loads. *Fast:* delivers up to 20 gallons per minute. *Economical:* pumps 10,000 gallons of fuel on a gallon of gasoline. Has rotary pumping unit and meter of same type as used in famous Tokheim Computer pumps. Requires very little attention. Equipped with register and totalizer; ticket printer is optional. Don't waste expensive truck horsepower when this 1½ horsepower unit will do the job. *Write today for special bulletin and prices.*

CHECK THESE FEATURES • Dispenses up to 20 gallons per minute • Economical 1½ HP gasoline engine • Gate valve (standard) permits operator to remain at truck during fuel delivery • Equipped with Register and Totalizer; Ticket Printer, optional • Pump, meter and engine are securely mounted on a rigid, welded steel frame; streamlined metal housing • Installation easy and economical • Moderately priced.

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ABOUT OIL PEOPLE

The Sun Oil Co. has transferred four office managers: **Clarence A. Hall,** moved from Newark to New York; **Ralph H. Aitken,** moved from Providence to Newark; **William D. Whitehead,** moved from Reading, Pa., to Erie, Pa.; **Edward G. Englert,** moved from Erie, Pa., to Jackson, Mich.

* * *

John A. Ainlay, of Lincoln, Nebr., has been named executive secretary of American Petroleum Industries Committee's Central Division. He formerly served as executive secretary of Nebraska Petroleum Industries Committee and is past president of North American Gasoline Tax Conference. For several years he headed the Nebraska state gasoline tax and inspection department.

Mr. Ainlay is in APIC offices in Chicago. His jurisdiction covers Michigan, Indiana, Illinois, Missouri, Kansas, Nebraska, Iowa, Wisconsin, Minnesota, North Dakota and South Dakota. Central Division chairman is **Thomas E. Fiske.**

* * *

Jack A. Nelson, Diesel engineer with Standard Oil Co. (Indiana), has been named general chairman for the national Diesel engine meeting of Society of Automotive Engineers, Inc., in Chicago Nov. 2-3, 1950. Mr. Nelson joined Indiana Standard in 1937 and was made Diesel engineer in the sales technical service department of the Chicago general office in 1942.

* * *

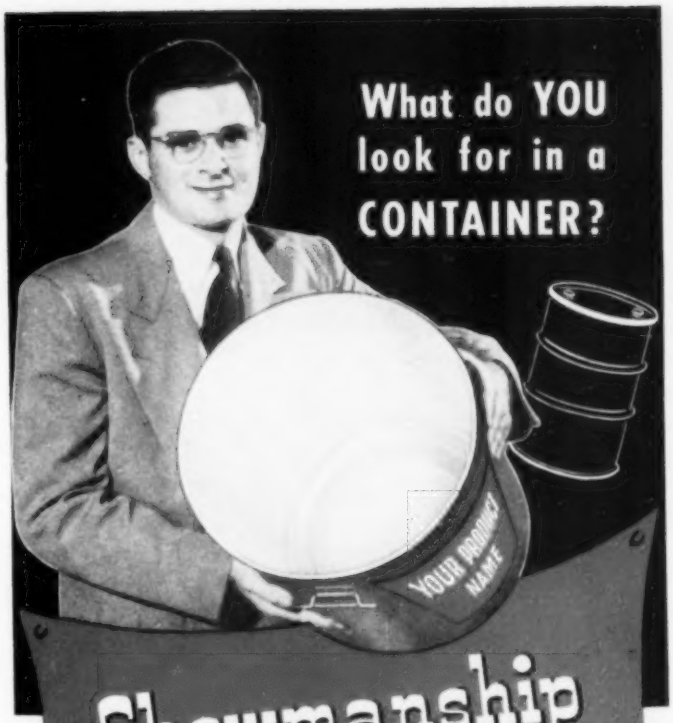
Murphy, Jenkins & Co., Tarboro, N. C., has been incorporated by **Francis P. Jenkins, Virginia C. Jenkins** and **Sam N. Clark,** all of Tarboro following the death of the company founder, John L. Jenkins, Jan. 5, 1950.

The new organization, Murphy, Jenkins & Co., Inc., supersedes one established in 1890 by the late Mr. Jenkins, who was active in its management until Dec. 15, 1949.

Francis Jenkins, now assuming operation of the company with his wife and Mr. Clark, is the son of the founder, and first joined his father in 1928 upon graduation from the University of North Carolina. He has been actively engaged with the company since that time, except for three and one half years with U. S. Naval Reserve during World War II. He attained the rank of lieutenant commander, and was attached to U. S. S. DE-104.

His company operates within 10 miles of Tarboro and has three full-time tank trucks operating from a bulk plant of 100,000 gals. Three additional trucks are used during the tobacco curing season in July and August.

Mr. Jenkins is an active member and past president of the local Rotary Club.



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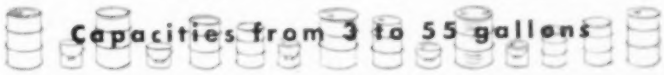

Capacities from 3 to 55 gallons

ABOUT OIL PEOPLE

Huddling at recent Des Moines convention of Iowa Independent Oil Jobbers Assn. were these three board members, left to right, E. E. Logue of Livermore, H. G. Rump of Burlington and John W. Schultz of Davenport

M. E. Thoresen, center, of Spirit Lake, is congratulated upon his election as a director of Iowa Independent Oil Jobbers Assn. by two holdover directors, H. J. Zacharias, left, of Oelwein, and P. A. Jessen, Exira

New officers of Iowa Independent Oil Jobbers Assn. pose following their election at recent Des Moines convention. They are, left to right, V. W. Smith, Ankeny, vice president; Lee Threlkeld, Chariton, treasurer; E. F. Bock, Garner, president, and J. A. Dennis, executive secretary. Mr. Bock and Mr. Dennis were re-elected

Subject of a feature article in *The Pure Oil News* this month is **R. P. Baker,** in charge of purchasing petroleum products in Chicago. The article points out that Mr. Baker, with more than 28 years of service in Chicago, has worked for the company in that city longer than any other person. He was in Pure's Chicago office when the company moved its headquarters from Columbus, Ohio, to Chicago in 1926.

Mr. Baker was born at Dayton, Ind. and educated at Dayton and LaFayette, Ind., moving to the University of Illinois to attend college. He served in the Air Corps during World War I for two years and after the war he went to Texas with an interest in oil.

"On a dining car," the story in the company publication continues, "he met one of Pure Oil's early leaders, the late Fletcher S. Heath, who gave him a card of introduction to H. T. Ashton, then our sales manager at Tulsa, who hired him. He reported to the International Refinery, Cushing, Okla., on Jan. 2, 1920, as a roustabout. Having had some experience with figures in a LaFayette bank, he was moved to the Tulsa office in April to assist the chief clerk for sales. A year later he was moved to Chicago as a clerk where the company was opening a bulk sales office. Baker became salesman, assistant manager, and manager of this office. In 1925 he was about to go into a track-side marketing venture, but he decided to remain with Pure as assistant to R. H. McElroy, Jr., who had joined the organization as Chicago office manager.

"Russ Baker has continued in wholesale marketing, but in a more general capacity since our headquarters offices came to Chicago."

* * *

T. W. Martin, founder of the Martin Oil Co. at Carbondale, Ill., has become chairman of the board of the company. Taking his place as president is **G. W. Gladders,** who has been secretary-treasurer and general manager of the company for several years. **Willard Collins,** former office manager, becomes secretary-treasurer.

Mr. Martin had been president of the company since it was founded in 1927.

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